

## **Ethics in family tourism**

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<p>The aim of this thesis was to study what kind of role (if any) ethics play when a Finnish family is making travel decisions. The target group was the “typical” Finnish families that travel to “typical” Finnish family destinations such as spas, theme parks and ski centers. The study attempts to find out if Finnish families act in the same way than an average Finn – not so interested about ethical issues – or if there are differences in attitudes and behavior due to presence of small children. Subject for the thesis was suggested by Reilun Matkailun Yhdistys, Finnish promoter of responsible tourism.</p> <p>The theoretical framework of the study introduces Ethics in Tourism (ethics from different schools of thought, ethical tourism considerations and ethics and sustainable tourism) and Responsible Family Tourism – a Finnish perspective (family tourism-definitions, travelling with family, Finnish family tourism, Finnish family attractions and responsible considerations related to Finnish family tourism).</p> <p>The approach of the study is qualitative. Six Finnish families were purposefully selected as representatives of “typical Finnish family” that visits “typical family attractions”. Semi-structured interviews were conducted between July 2012 and September 2012 and resulted in 18-35 minutes recorded conversations that were transcribed for the purpose of analysis which was then done by using thematizing as a method.</p> <p>Ethics does not play a big role when a family is making travel decisions, at least consciously. When thinking of the educational aspect of travelling with small children ethics is present but it doesn’t really affect the choice of destination, services or the transportation method. Travelling with small children sets its own demands and therefore convenience and suitability for families are well appreciated in order for the entire family to be able to enjoy the holiday. If one wants to promote ethical tourism, it has to be made easy and attractive for families; something being “ethical” is not enough on its own.</p>	
<b>Keywords</b> Ethics, ethical tourism, responsible tourism, tourism impacts, Finnish family tourism	

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# 1 Introduction

The world is facing great challenges with e.g. climate change, global economic crisis and poverty alleviation. In order to be able to leave something also to the next generations, things have to be done in more sustainable way. According to Taleb Rifai, Secretary-General of World Tourism Organization (UNWTO), tourism – when practiced in sustainable way - can make a significant contribution to address these economic, climate and poverty imperatives (UNWTO 2010a).

Tourism is a huge industry representing directly 5% of global GNP. International tourism arrivals have increased from 25 million to estimate of one billion between years 1950 and 2012. It is the fourth largest industry in the world, after fuels, chemicals and automotive products, generating over US\$ 1 trillion a year in exports. (UNWTO 2011a.) In addition to quantitative growth of tourism, the industry has also spread in new locations and there has been diversification of the tourism product offering various different options (Donyadide 2010, 426-428).

In Finland, according to Tourism Satellite Accounting 1995-2007, the total demand of tourism (i.e. domestic tourism, inbound tourism and the share of outbound tourism that remains in Finland) was ca. EUR 11 billion in 2007. The value added of tourism was around EUR 3, 6 billion which was 2, 3 % of GDP. Total foreign demand was EUR 3, 1 billion, which was 29 % of total demand. Tourism provided around 64 000 full time jobs. (MEK 2012.) Economic recession that started in the end of year 2008 had an effect also on tourism industry in Finland. After it eased off the industry started to recover slowly and the turn for better came visible in the latter half of year 2010. (MEK 2011.)

Despite of ongoing economic crisis in Europe, leisure tourism is at the moment a growing industry in Finland. According to foreknowledge, year 2011 was an all-time record with almost 20 million nights spent in accommodation services. Even though the demand is ascending, it has not so far led to business expansions of tourism companies. The companies are trying to operate with existing grounds and personnel by

improving the profitability and perhaps investing in developing new products. (Työ- ja elinkeinoministeriö 2012.)

As being one of the largest and fastest growing industries in the world tourism has the potential to bring major benefits to destination but it can also cause major damage. (Donyadide 2010, 426-428). When thinking of ethical or responsible tourism, first thing that usually comes in mind is the environmental aspect. However, also economical and socio-cultural aspects have to be in balance for the tourism to be “as ethical as possible”. Ethical tourism isn’t easy concept to define while each person and culture understands ethics differently. As there are no “wrong” or “right” answers and importance of different aspects of ethical or responsible tourism are very difficult to compare with each other this thesis is more about introducing different thoughts about the subject rather than declaring one particular truth.

Ethics is a growing issue in tourism. According to few existing studies on ethical or responsible tourist behaviour in Scandinavia, it seems that people are in principle interested on the subject but it doesn’t really affect their travel behaviour. (Budeanu 2007, STT 2009.) The environmental team of The Association of Finnish Travel Agents (AFTA) has come into same conclusion – environmental and other responsibility issues don’t play a big role in individual traveller’s choices but still people in general expect that the companies are acting in responsible way (Turun Sanomat 2012).

## **1.1 Aim and delimitations**

Raising children can be seen as holistic ethical operation – parents and the cultural heritage are in big role when the child is forming his/her ethical basis (Högström & Saloranta 2001). When travelling, children learn from their parents’ attitudes towards nature, other people and things in general.

The aim of the thesis is to find out what kind of role (if any) ethics has when a Finnish family is making travel decisions. The target group is the “typical” Finnish families that travel to “typical” Finnish family destinations such as spas, theme parks and ski centres. Approach of the study is qualitative; theme interviews were conducted with six Finnish families that were selected by using the purposive sampling method.

This study is important while there is not much research done in Finland about ethical issues around tourism and especially around family tourism. It will be interesting to know if Finnish families act in the same way than an average Finn – not so interested about ethical issues - or if there are differences in attitudes and behaviour due to presence of small children.

## 1.2 Key concepts

Before going deeper into the subject it is good to take a look at the concept of tourism - how it can be defined and what kind of industry it is.

*Tourism* has many dimensions and it can be defined in many different ways. World Tourism Organization (UNWTO) has defined tourism as a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors – they may be either tourists or excursionists; residents or non-residents. Tourism has to do with the activities of these visitors, some of which imply tourism expenditure. (UNWTO 2012a.)

Leiper's model (suggested in 1979 and updated in 1990) defines *tourism as a system* that has three basic elements: tourists (the actors in the system), geographical elements (traveller-generating region, tourist destination and transit route region) and the tourism sector (businesses and organizations involved in producing the tourism product). In this model tourism is seen as a whole range of individuals, businesses, organizations and places which combine in some way to deliver a travel experience. (Cooper, Fletcher, Fyall, Gilbert & Wanhill 2008, 7.)

*Conceptual definitions* of tourism try to describe the true nature of tourism or just be appropriate to a particular area of research (Richardson & Fluker 2004, 5). *Economical definitions* see tourism as a business and an industry and *technical definitions* isolate tourism and tourists from other forms of travel for statistical purpose which is essential when making e.g. regional comparison or when planning and monitoring the tourism development. (Vuoristo 2003, 15.)

When looking *tourism as an industry*, it is one of the fastest growing economic sectors in the world. Business volume of the tourism industry equals or even exceeds that of oil exports, food products and automobiles. The contribution of tourism to global economy is estimated to be ca. 5 % and to employment 6-7 % of the overall number of jobs (direct and indirect). (UNWTO 2011b.)

### 1.3 Reilun matkailun yhdistys



Figure 1. Logo of Reilun matkailun yhdistys

There are hundreds of non-governmental organizations worldwide promoting responsible tourism. UK based *Tourism concern*, the pioneer in fair tourism, is an independent charity with members and supporters from around the world. It works with partners in several destinations to ensure that tourism benefits the local people. (Tourism Concern 2012.) The subject for this thesis was suggested by Finnish *Reilun matkailun yhdistys* (association for fair travelling), which was established in 2003 to inform the public about the principles of more sustainable and responsible travelling. (Kalmari & Kelola 2009, 12.) The association has published basic instructions for responsible traveller which can be applied also for domestic tourism. They are attached in the end of this thesis, in appendix 1.

The mission of Reilun matkailun yhdistys is to make Finnish people think of their travel choices. Julia Jänis, the chairperson of the association says that tourism can be responsible in many levels – also the concrete actions of an individual traveller matter. One can minimize the negative effects of his/her travel by choosing the right transportation method, time of travel and the destination. Domestic tourism and travelling to close by areas (especially when using public transportation) is always more ecologically sustainable than travelling far abroad. Jänis notes that also domestic tourism can be “unfair”. There has been e.g. discussion about lack of respect in social contacts between tourists and local people in Lapland. (Mehtola 2012.)



According to Jänis (2012) when a family is considering where to travel, the parents should first think what they want to offer to their children. Could it be perhaps some experience in the nature such as farm holiday or a walk in a forest instead of going to places that consume a lot of natural resources? She notes that most children love places like theme parks and spas and most parents don't want to forbid that from them. When going to these places the parents could however make sure that their children know that this is something special that we do now – it is not acceptable to use so much water and energy or eat “junk food” from disposable dishes every day.

However, Jänis reminds that when talking about ethical or responsible tourism, all the pressure can't be on families' shoulders - also companies must be responsible by paying attention to their CSR and offering more responsible products to their customers. (Jänis 2012.)

#### **1.4 Structure of the report**

Chapter 2 concentrates on ethics; first in 2.1 introducing the basic definitions and different schools of thought, then in 2.2 going thru different ethical considerations in tourism – definitions of ethical tourism, tourism ethics research, and UNWTO's work on the subject - and then finally considering the aspects of ethics and sustainable tourism in 2.3 introducing the different positive and negative environmental, economic and socio-cultural impacts that tourism has.

In chapter 3 different ethical issues around Finnish family tourism are being discussed. Before going deeper into the ethics concepts of family and family tourism are being defined in 3.1 and existing research on a subject is presented as well as the concept of family life cycle and its impacts on tourism behaviour. In 3.2 we take a look at motivation factors that push families to travel and different aspects that need to be considered if one wants to travel in responsible or ethical way with the family. In 3.3 special features of Finnish family tourism are being addressed, in 3.4 theme parks, spas and ski centres are presented as popular family attractions and then finally in 3.5 different ethical considerations around these attractions are being discussed main focus being on theme parks and ski centres because they are usually bigger concepts and consist wider range of services and therefor also more ethical considerations.

Chapter 4 introduces the research methods of the thesis and is divided into following parts: 4.1 Qualitative research, 4.2 Interview as a research method, 4.3 Conducting the interview and 4.4 Reliability and validity. Chapter 5 presents the results of the interviews under themes of 5.1 Defining ethics, 5.2 Ethics in everyday life, 5.3 Ethical tourism definitions, 5.4 Travelling with family – the role of ethics, 5.5 Travelling with children and 5.6 Promoting ethical tourism. Finally chapter 6 wraps it all up with final conclusions and suggestions for further studies.

## 2 Ethics in Tourism

There are many ways to describe term ethics. Ethics - also known as moral philosophy - seeks arguments for our moral choices. Term moral refers to those principles that a person follows when he/she wants to do “the right thing”. Each person has some kind of moral and can act according or against the principles he/she thinks are right. (Hakala, Kopperi & Nissinen 2010, 10-11.)

### 2.1 Ethics – a general overview

Ethics can be described as the code of moral standards which people use to judge the actions and behaviours of themselves and the others (Bowie & Schneider 2011, 10). Ethics tries to separate “right” from “wrong” and “good” from “bad”. It attempts to find the desirable conduct in a particular set of social circumstances. (Mellahi & Wood 2003, VII.)

According to Mellahi & Wood (2003, 5), ethics can be seen as a general term meaning both ethical theories and day-to-day moral beliefs. Ethics are universal; central of human existence is some notion of “good” and “evil”. Moral codes however differ greatly from society to society, e.g. restrictions on sexual conduct or the use of child labour. (Mellahi & Wood 2003, 5.)

Fraedrich, Ferrel & Ferrel (2011, 7) note that when making ethical decisions values and judgments play a critical role. According to them difference between an ordinary decision and an ethical one lies in the point where the accepted rules no longer apply and the decision maker has the responsibility for weighing values and making a judgment in a situation that differs from any other situation he/she has faced before.

#### 2.1.1 Ethics from different schools of thought

Ethics can be examined from different points of view. In *philosophical ethics* (also called moral philosophy), the main research fields can be divided into two categories; *normative ethics* and *metaethics*. (Hakala et al. 2010, 13.) Normative ethics attempts to provide justified basis for how people should live their lives and metaethics aims to define the

meaning of terms “good”, “bad”, “right” and “wrong” and to determine how people can know what is “the right thing to do”(Bowie & Schneider 2011, 37). Moreover, ethical research can be applied and descriptive.

## **Normative ethics**

The aim of normative ethics is to define the accepted morals – the principles that people use when they attempt to do the right thing. According to Hakala et al. (2010; 13, 88), normative ethics can be divided into three main categories according to their emphasis; *teleological theories*, *deontological theories* and *consequentialism*.

### *a) Teleological theories*

The main focus of teleological theories is in the goal (Greek telos=end) of one’s actions by which the goodness or badness of the choices is judged. The typical representative of these theories is virtue ethics. (Hakala et al. 2010, 88.) Virtue ethics takes account the nature of the agent making the decision and the cultural context he/she is in (Mellahi & Wood 2003, 10).

According to Bowie & Schneider (2011, 46), the aim of virtue ethics is to become a better person. Mellahi & Wood (2003, 10) state that virtues are not rules but rather personal characteristics - tendencies to behave in particular way. The most famous spokesman of virtue ethics is Aristotle (384 BC – 322 BC). According to Aristotle, all human beings and everything that belongs to the nature have a goal and ethics can help in reaching that goal. (Hakala et al. 2010, 82.)

### *b) Deontological theories*

Deontological theories highlight the human rights and obligations. Immanuel Kant’s (1724-1804) moral philosophy is probably the best known of these theories. (Hakala et al. 2010, 101). Kant’s philosophy was grounded in the notion that all people are rational beings and able to reason and perform complicated intellectual tasks (Fennell 2006, 78).

According to Kant morality means good will and inner duty to act in a right way. Just following the rules set by society does not mean that one acts in moral way. In Kant's philosophy morality comes from people's rationality and freedom. When acting in a moral way, people act rationally and that is according to Kant the only way to be truly free. (Hakala et al. 2010; 101, 103.)

Kant's categorical imperative (=absolute command) helps to find the directions how a rationally thinking person can act in a moral way. Kant demands for universality; before making a decision one should ask him/herself if all people should make same kind of choices in a similar situation. When the answer is positive, the choice is morally accepted. According to Kant all human beings are valuable and have to be treated in an equal way – other people should not be used as a tool for fulfilling one's own desires. (Hakala et al. 2010, 103-104).

### *c) Consequentialism*

These theories emphasize the consequences of the actions. If the consequences are good, the action is morally right and if they are bad, the action is morally wrong. So according to these theories some particular action e.g. lying can be morally right or wrong – depending on the consequence. (Hakala et al. 2010, 107.)

Commonly consequentialism separates intended consequences from the actual ones – if a man gets shoot accidentally it can't be held as bad as if it was done deliberately (Hakala et al. 2010, 108).

The most famous theory of consequentialism is *utilitarianism*. The term refers to utility – moral acts should benefit people. (Hakala et al. 2010, 110.) Classic utilitarian views any action as right if it produces as much or more happiness for all involved than any alternative action (Mellahi & Wood 2003, 11).

The basis of utilitarianism is that all people are equal – each person's pleasure or pain is of same value. When evaluating consequences of an action one has to consider all people involved and not put one's own pleasure ahead of others. (Hakala et al. 2010, 111.)

Sometimes the theories of normative ethics are divided only into two groups – teleological and deontological. In that case consequentialism and virtue ethics are both seen as teleological theories. However, according to Hakala et al. (2010, 88), studying good life (virtue ethics) and the consequences of the actions are very different ways to understand the nature of ethics and that is why it is better to divide them into different groups.

## Metaethics

Metaethics is theoretical and conceptual research about ethical issues. It examines the nature of morals – the language, values, and norms - without making any moral statements. The basic questions of metaethics deal with the existence of morals, intellectual position of morals and the special features of language when talking about morals. (Hakala et al. 2010, 146.)

According to Hakala et al. (2010, 146), central theories of metaethics are:

- *Moral relativism*; claims that morals is a true phenomenon which is not dependent on people's believes (Hakala et al. 2010, 146).
- *Anti-relativism*; claims that moral claims are false (Ruokonen 2007).
- *Cognitivism*; believes that moral claims represent facts and therefore it is possible to gain information about morals (Hakala et al. 2010, 146).
- *Non-cognitivism*; sees that moral claims are false and moral issues are not intellectual (Hakala et al. 2010, 146).
- *Naturalism*; claims that moral features are true just like scientific facts (Ruokonen 2007).
- *Supernaturalism*; believes that some supernatural source is the base of morals (Hakala et al. 2010, 146).

- *Moore's intuitionism*; claims that moral knowledge will be gained thru intuition. "Good" is a simple, undefined concept of morals. The "naturalistic fallacy" means the attempt to define "good" thru some other features. (Ruokonen 2007.)
- *Emotivism*; deals with moral usage. Moral claims have no intellectual content; they express attitude and try to influence the audience. (Ruokonen 2007.)
- *Prescriptivism*; argues that moral sentences aim to affect the actions; they are prescriptive, universal and supreme (Hakala et al. 2010, 146).

Normative ethics prescribed how people should act and metaethics studied ethical terms and theories. However convincing one's ethical principles might be, they don't make much difference if they can't be implemented in real life (Kotkavirta & Nyysönen 2006, 23).

## **Applied ethics**

Everyday life is full of situations where people have to make moral choices. Applied ethics observes the basic areas of life where ethical questions are especially relevant. The question is how to apply ethical knowledge into specific difficult situations. (Hakala et al. 2010, 149.) Doctors, judges, journalists, business men, teachers, etc. all have their own ethical "codes" (Kotkavirta & Nyysönen 2006, 23). These professional codes of ethics are designed to summarize a shared view of moral standards for particular profession and guide behaviour in difficult situations. They have to be sensitive to the possible harm that this specific profession can cause. (Manning & Stroud 2008, 85.)

Applied ethics can be both descriptive and normative (Kotkavirta & Nyysönen 2006, 23) and it can be based on traditional ethical theories e.g. utilitarianism, deontology or virtue ethics. However, some argue that more important than using some specific theory is to try solving the current problem by using the tools and arguments best for that specific situation. (Hakala et al. 2010, 149-150.)

According to Hakala et al. (2010, 150-158), basic applications of ethics deal with people's relationship with nature and society and the issues of life and death:

### *1) People and nature*

- Nature protection; are people just one part of the nature (bio-centric view) or is nature's job just to benefit people (anthropocentric view)?
- Animals' interests and rights; is the suffering of animals justified when it is meant to prevent human suffer (animal testing of drugs, etc.)?

### *2) People and society*

- Business ethics; the responsibilities of a company towards its clients, personnel, owners, environment and society - whose interests come first when in the end the businesses have to earn profit in order to survive?
- Ethics of the use of power; how to distribute power without it leading into abuse?
- Media ethics; freedom of speech versus protecting the public (e.g. racist comments)

### *3) Ethics of life and death*

- Abortion; woman's right for her own body versus the rights and possible human value of an embryo
- Euthanasia; does a person have the right to get medical help for a "good death" when he/she is terminally ill and suffering?
- Suicide; do people have the right to kill themselves? Is it right towards other people?

## **Descriptive ethics**



Descriptive ethics (also called comparative ethics) helps understanding moral views of people; it describes people's ethical views and values. Due to its empirical nature it is usually not considered as a field of philosophical ethics. People's true moral beliefs are studied e.g. in sociology, social psychology and anthropology. However, the results of descriptive ethics research are important also for philosophical ethics. (Hakala et al. 2010, 13-14.)

The standpoint of this research is descriptive; I am trying to describe the interviewees' ethical beliefs and the influence of ethics on their tourism behaviour without making any judgements.

## **2.2 Ethical considerations in tourism**

As being one of the largest industries in the world, tourism has a potential to bring major benefits to a destination, but it can also be damaging to people and their environment (Donyadide 2010, 426). According to definitions, when travelling in ethical way one takes the principles of sustainable development – economic, environmental and socio-cultural impacts of his/her actions - into consideration. This subject is not simple as different people and cultures see responsibility and ethics differently. Also, one could argue that ethical tourism is an oxymoron because it usually arises from people's hedonist desires and the negative impacts seem to have most effect on people that don't have the privilege to travel themselves.

### **2.2.1 Definition**

There are different terms for tourism that is considered to be "ethical". Ecotourism, geotourism, nature-based tourism, pro-poor tourism, responsible tourism and sustainable tourism all aim to address consumer's ethical concerns but might have different emphasis. (Wagner 2005, 14.) When reading the literature about ethical issues around tourism the term responsible tourism is used widely and will be used also in this thesis as a synonym for ethical tourism.

According to Lomine & Edmunds (2007, 66) concept of ethical tourism is based on principles of sustainable development, justice and respect with the implication that

both tourists and tourism businesses should act in ethical way towards local communities and towards one another.

UNWTO states that the growth of tourism brings with it important responsibilities for operators, governments and individual travellers towards local communities. A number of ethical questions arise from direct and spontaneous contacts between peoples of different cultures and ways of life. Responsible tourism is one which takes these ethical questions into account and reconciles any tensions between economy and ecology, environment and development, openness and the protection of social and cultural identities. It is a tourism that follows certain principles and guidelines so that all will benefit; not only operators and travellers, but also host communities and their surroundings. (UNWTO 2012b)

According the Handbook for responsible traveller, (Kalmari & Kelola 2009, 12), one problem with the concept of ethical tourism is the lack of clear definitions and especially the lack of reliable ways to measure if the tourism product really is sustainable and “ethical” or if it is just a marketing ploy. It is noted that comparison of different fields of sustainable development is problematic – how to compare e.g. country’s GNP (economic dimension) with the value of nature or aboriginal cultures that might be destroyed (social dimension)?

### **2.2.2 Existing knowledge**

There hasn’t been much research on ethics in tourism. One of the experts on the field – David Fennell – notes that unwillingness of the researchers to explore the tourism ethics is surprising while tourism by its nature emphasizes the value of one over the value of the others. This axiom is supported by the fact that tourism has a lot of negative impacts that stem from the pursuit of mainly hedonistic ends. According to Fennell positioning tourism research from an ethical standpoint - especially better understanding of human nature – might open up new possibilities for different forms of responsible and sustainable tourism. (Fennell 2009, 211) He argues that stronger understanding of values and how values link to ethics and ethical traditions would help us in considering what responsible or ethical tourism actually means and requires (Fennell 2009, 224).

It has been argued that before tourism used to be more about fun and adventures – hedonism used to be a virtue of tourism. Nowadays, these aspects have been removed because of new ethical imperative where pleasure seeking has been regulated because of social and environmental concerns. (Fennell 2009, 216-217.)

Fennell (2009, 221) notes that justice and rights have direct relevance to tourism in many level. Tourism that is considered to be “unjust” aggravates the problems that have been created around disparities, racism and corporate power in the name of profit and priority. Conversely, tourism that is considered “just” is fair and honourable and seeks to do no harm. (Fennell 2009, 221-222)

According to Fennell (2009, 222) there are many situations around tourism where local people have been restricted from the use of resources or invasive chemicals have endangered local people’s lives. He argues that tourism often fails to consider the rights of the people who have to bear the costs of the few who stand to gain so much.

Ethical tourism can be seen as one aspect of a wider development of ethical consumerism which takes people’s role as consumers as an important area for social change. Spokesmen of ethical consumerism argue that consumers can force companies to act in more ethical way through choosing products or services that are believed to be more sustainable. (Butcher 2009, 250-253.)

However, despite of the declared positive attitudes of tourists towards sustainable or ethical tourism, only few act accordingly by buying responsible tourist products, choosing environmentally friendly transportation or behaving responsibly towards host communities. Reasons for that can be habits, the lack of ability to understand the consequences of one’s actions or simply the lack of financial resources. (Budeanu 2007, 499-503.) According to a survey ordered by Matka 2009 travel fair, Finnish travellers are in some level interested of environmental and social impacts of tourism but it doesn’t play important role in their travel decisions. From 1208 respondents (aged 15-69 years) 25 % had no idea what responsible tourism means. According to the survey when making travel decisions the most important factors were the attractiveness of a

destination and the price. Finns would rather make compromises in their everyday life than on their holiday. (STT 2009)

The debate on ethical tourism is not only focused on the consumer – calls for corporate social responsibility (CSR) in the tourism industry have become more of an issue. (Butcher 2009, 250-253.) It has been argued that tourism industry is well behind other industries in implementing CSR and ethical leadership in its practices (Donyadide 2010, 429).

Naturally, there is also criticism against the concept of ethical tourism. Butcher (2009, 253-254) wonders why extension of leisure travel, once seen as a part of economic and social progress, is now characterized by ethical dilemmas. He also criticizes the confrontation of small-scaled “ethical” tourism and the “unethical” mass tourism.

Gibson (2010, 521-523) critiques ethical tourism industry’s reliance on binary thinking and its failure to accommodate contradictions and variable ethical conduct. According to him ethical tourism has a risk of becoming another opportunity for cosmopolitan travellers who distance themselves from mass tourists and consider themselves superior.

Mowforth, Charlton and Munt (2008, 1) argue that there is no “correct” way to tour, to serve tourists or develop tourism. According to them tourism can be practised in relatively responsible, sustainable and ethical way. They highlight the word “relatively” as the notions of responsibility, sustainability and ethics are relative to the values and perspectives of all those who participate in tourism activity. These values and perspectives differ according to respective roles played by participants – e.g. members of indigenous groups are likely to perceive the behaviour of tourists in a different way than hoteliers or service providers in non-indigenous communities (Mowforth et al. 2008, 1).

Different kinds of tourists perceive the responsibility of their activities in different ways. Some claim that nature tourism is responsible even though some areas used specifically for this activity exclude local people. Others may claim that all-inclusive resorts are responsible because the minimum social and cultural affect they have on the local

community. Which one is the most responsible and ethical – the “pure” nature tourist, low-budget backpacker or rich conventional tourist whose money is perhaps more likely to generate employment in the host community? (Mowforth et al. 2008, 1.)

Mowforth et al. (2008, 2) argue that rather than declaring the actions and practices of different groups to be responsible or ethical, it is better to see the notions on a continuum: some actions might be more responsible than others but they always have impacts. These impacts can be both positive and negative counterbalancing each other in various degrees. To claim that an activity is 100 per cent economically sustainable does not mean that also environmental and socio-cultural sustainability is reached.

Mowforth et al. note that these different facets of sustainability are often traded off against each other when better way would be to see these notions in their entirety, all elements integrated with each other.

According to Fennell (2009, 213), in tourism ethics usually arises in the form of code of ethics – prescriptions and proscriptions – which are designed to help individuals and groups to act in a way that sociocultural, economic and ecological issues are taken into consideration. These codes developed by industry, government, NGOs and researchers may have been criticised for the lack of theoretical foundation and their platitudes, but have, according to Fennell (2006, 224) provided a significant degree of industry guidance.

### **2.2.3 UNWTO's work**

In order to reach the sustainable development in tourism industry, tourism stakeholders and professionals are recommended to follow the UNWTO *Global Code of Ethics for Tourism* published in 1999 (Donyadide 2010, 426). With its ethical code of conduct, UNWTO tries to pay industry's attention to the importance of CSR; the protection and empowerment of vulnerable groups, consumers and humanity's heritage, to enhance gender equality, poverty reduction, accessibility, cultural and environmental sustainability, etc. (UNWTO 2011c).

In its code UNWTO highlights the right to tourism and the freedom of tourist movements and wishes to promote an equitable, responsible and sustainable world tourism

order whose benefits will be shared by all sectors of society in a context of an open and liberalized international economy according to principles of the ethical code (UNWTO 2012c).

The code is divided into ten articles (UNWTO 2012c):

- 1) *Tourism's contribution to mutual understanding and respect between peoples and societies*
- 2) *Tourism as a vehicle for individual and collective fulfilment*
- 3) *Tourism, a factor of sustainable development*
- 4) *Tourism, a user of the cultural heritage of mankind and a contributor to its enhancement*
- 5) *Tourism, a beneficial activity for host countries and communities*
- 6) *Obligations of stakeholders in tourism development*
- 7) *Right to tourism*
- 8) *Liberty of tourist movements*
- 9) *Rights of the workers and entrepreneurs in tourism industry*
- 10) *Implementation of the principles of the Global Code of Ethics for Tourism*

The first nine articles set the policy guidelines for destinations, governments, tour operators, developers, travel agents, employees and travellers themselves. The tenth one is about implementation which is the most difficult – most people agree that tourism should be ethical but it is not easy to ensure that it is in practice. (Lomine & Edmunds 2007, 66-67.) The purpose of the code is to inspire ethical behaviour. Fennell (2009, 214-215) notes that as people are guided by their values and values motivate people to specific actions, they must value the code before they start acting according to it.

In addition to its code of ethics, UNWTO has also published "*Practical Tips for the Global Traveller*" (UNWTO 2010b) which highlights those principles of the Code directly related to tourists, in order to help travellers to behave in responsible way. UNWTO states that by following these practical steps the travelling experience will be as rewarding and gratifying as possible for all members – the traveller, the host community and the places visited:

- *Honouring local traditions and customs*; research your destination to learn all that you can about local customs and traditions. Learn to speak a few words in the local language to connect with the locals. Experience and respect the local culture.
- *Supporting the local economy*; buy locally-made handicrafts and products. Practice fair trade. Do not buy counterfeit products and items that are prohibited by national/international regulations.
- *Respecting the environment*; reduce your environmental impact by being a good steward of natural resources and archaeological treasures. Protect wildlife and their natural habitats. Purchase products that are not made using endangered plants or animals. Take photos instead of protected artefacts as mementos of your trip. Leave only your footprint and a good impression behind.
- *Being an informed and respectful traveller*; observe national laws and regulations. Respect human rights. Protect children from exploitation in travel and tourism. Take appropriate health precautions. Know how to access medical care or contact your embassy in case of an emergency.

### 2.3 Ethics and sustainable tourism

Nowadays, sustainable tourism and sustainable development in general seem to be the slogans which are attached to government policies worldwide (Macbeth 2005, 966). Due to intensifying tourism activity affecting more and more places it is clear that tourism has great effects on the 1) *economic*, 2) *environmental* and 3) *socio-cultural* change in the destination as well as origin and transit regions. This change can be either positive or negative depending on how the sector is managed. Sustainable tourism aims to minimizing the negative and maximizing the positive effects. (Weaver 2006, Preface.) It aims to find a suitable balance between the three dimensions to guarantee the long-term sustainability but also addressing the needs of visitors and the industry (UNWTO 2011d).

Ethical tourism is supposed to be sustainable. Some critics however see that the concept of sustainable tourism is vaguely defined, widely interpretable and increasingly misused and often with no real content. (Lansing & De Vries 2007, 81)

## Environmental issues

*The environment* – natural or artificial – is the fundamental ingredient of the tourism product. However, when tourism activity takes place, the environment is changed or modified either to facilitate tourism or through the tourism production process. (Cooper et al. 2008, 161-162.)

Large-scale tourist movement requires the use of mass transportation, especially by air. Air travel produces emissions that aggravate the global warming. Other forms of transport also contribute to pollution; e.g. passenger ships burn oil, generate sewage and rubbish not always properly disposed and excessive use of fragile inland waterways by water-borne leisure sports damages riverbanks, causes soil erosion and dangers wildlife. Millions of motorists use private and hired cars for their holidays and short breaks; pollution resulting from congestion and concentration of exhaust gases around popular tourist destinations can affect the health of tourists and residents. (Holloway 2009, 138-139.)

Swarbrooke (2002, 49-50) divides environment into five different types: 1) *natural resources*, 2) *natural environment*, 3) *farmed environment*, 4) *wildlife* and 5) *built environment*.

*Natural resources* (water, climate & air) are in many cases the core attraction of a tourism destination. Destinations may attract visitors with their pure mountain air, mineral waters with healing properties, clean and warm bathing water, etc. Tourists consume a lot of water and in worst case the water is diverted from the local community to tourist's pools and showers and watering of the golf courses. (Swarbrooke 2002, 49-50.)

Some major potential impacts of tourism on the *natural environment* (mountainous areas, seas, rivers, lakes, caves, beaches & natural woodland) are the changes in floral and faunal species composition, pollution, erosion, depletion of natural resources and visual changes in the environment due to build facilities, litter and sewage. Many times tourism can be an enemy of natural environment. At the same time it can be beneficial to it by providing a motivation for environmental conservation. (Swarbrooke 2002, 50-51.)



Swarbrooke (2002, 50-51) reminds that there are only few “natural” landscapes or wilderness areas left in the world – almost all “natural” landscapes have been affected to some extent by human actions through the centuries. He also notes that tourism is only one activity which changes landscape, and probably with less significance than some other industries such as agriculture or forestry.

*The farmed environment* includes agricultural landscapes, man-made forests and fish farms. Generally it is held that tourism has negative impacts on the farmed environment e.g. tourists trampling crops and lighting fires in woodland that get out of control. New tourism development may also eat up farmland and use water that is required for agriculture, and jobs offered in tourism may tempt young people to give up farming. However, tourism can also have positive impacts on farmed environment – e.g. tourist spending on farm-based accommodation can help the marginal farms to survive. (Swarbrooke 2002, 52.)

In some areas e.g. Galapagos Islands, Amazon Basin and Kenya, wildlife (land-based mammals and reptiles, flora, birds, insects, fish and marine mammals) is a major attraction for tourists. Hunting and fishing trips, zoos and aquariums, safaris, events to entertain tourists such as bull fights in Spain are all examples of tourism based on wildlife. Tourism can be very harmful to wildlife through the destruction of habitats, affecting feeding habits, disrupting breeding habits, fires in woodlands and people picking up rare plants. On the other hand, tourism can be beneficial by giving the wildlife an economic value which provides motivation for its conservation. (Swarbrooke 2002, 52.) According to Swarbrooke (2002, 52) here comes then the ethical dilemmas with intervening the circle of life and affecting some people’s livelihoods in order to save the wildlife for tourists to view.

*The built environment* includes individual buildings and structures, small-scale settlements i.e. villages and large-scale settlements such as towns and cities. Tourism can have major impact, both negative and positive, on the built environment. The potential negative ones are e.g. contrast between areas developed for tourists and those for host population, overload of infrastructure, litter, erosion and air pollution. The positive

ones can be i.e. upgrading infrastructure and restoration and preservation of historic buildings and sites. (Swarbrooke 2002, 53.)

### **Economic issues**

According to Swarbrooke (2002, 59), economic dimension of tourism impacts is often given relatively scant attention compared to the environmental issues. Yet, he notes, tourism is an economic phenomenon of great potency worldwide as it is e.g. a major industry and foreign currency earner in many developing countries and the basis of the growth of many transnational corporations.

Tourist expenditure effects throughout the host economy in direct, indirect and induced way. Direct economic impact is the value of tourist expenditure less the value of imports necessary to supply goods and services in 'front-line' tourist establishments such as hotels. Tourism affects indirectly the businesses within the local economy that supply goods and services to these 'front-line' tourism businesses (e.g. builders, accountants and food & beverage companies selling their services to a hotel). Induced economic effects means the income that will accrue during the direct and indirect rounds of expenditure to local residents in the form of salaries, wages, distributed profit, rent and interest. (Cooper et al. 2008, 137.)

In addition to job creation and injection of income into local community through the multiplier effect other positive economic impacts are e.g. helping to keep local businesses viable, regeneration and restructuring of the economies of towns and cities where other industrial activities are in decline and the stimulation of inward and industrial investment. (Swarbrooke 2002, 61.)

Tourism can also have unfavourable effects on the host community's economy. Often rich western countries are better able to profit from tourism than the poor developing ones. The least developed countries have most urgent need for income and employment but are least able to realize these benefits partly due to transfer of tourism revenues out of the country and exclusion of local businesses and products. Other possible negative economic impacts to host community are infrastructure cost, increase in pric-

es, economic dependence on tourism and seasonal character of jobs. (UNEP 2011.) The host economy can be over-dependent on tourism which makes it vulnerable to changes in tourism market (Swarbrooke 2002, 61).

### **Socio-cultural issues**

*Socio-cultural impacts* of tourism usually occur slowly over time and once they have been taking place it is very difficult or even impossible to reverse them. The strength and coherence of the local society and culture, the nature of tourism in the resort, the level of economic and social development of the host population in relation to tourists and the possible measures taken by the public sector to manage tourism in the destination affect the balance of negative and positive socio-cultural impacts. (Swarbrooke 2002, 69-71.)

According to Cooper et al (2008, 187, 205) tourism affects wide range of socio-cultural aspects from the arts and crafts through to the fundamental behaviour of individuals and collective groups. They note that tourism can preserve or even recreate the craft skills of the population or the enhancement of cultural exchange between two distinct populations. It can also foster the local pride. Negative socio-cultural impacts are e.g. increased criminality, commercialization and bastardisation of arts, crafts, and rituals of the host population. (Cooper et al. 2008, 187, 205).

According to Lomine & Edmunds (2007, 138-139) destination managers face the paradox of resentment. They have to consider if the interaction between hosts and guests should be encouraged (policy of dispersal) or discouraged (policy of isolation) as in either case tensions and social problems may occur; it is a no-win situation where either policy will have negative effects.

Johnston (2006, 8) argues that cultural erosion is everywhere in the tourism chain of events. She notes that it can be seen clearly especially in the cultures of Indigenous Peoples where the traditional ways of life are replaced by western habits and goods causing a cycle of culture loss with consequences that eventually spread around the world.

Tourism has socio-cultural effects also on the visitor population – the clothes people wear, the food they eat and the general lifestyles and attitudes can be influenced by the places visited (Cooper et al. 2008, 187). Jack and Phipps (2005, 1) point out that tourism matters because it invites us to engage in exchange of life with others and reminds us of its most precious aspect – the complex relativities of defining people that are not us.

Tourism offers the visitor population experiences and opportunities to get a break from everyday life which unfortunately can mean that they may be unwilling to act responsibly in the line with the principles of sustainable tourism (Swarbrooke 2002, 71).

### **3 Responsible Family Tourism – a Finnish Perspective**

When thinking of responsible or ethical tourism, many people might first think of destinations in developing countries, not tourism in Finland. The problems around unfavourable tourism impacts might be of different magnitude in some third world countries and in Finland but still tourism always affect its surroundings. Responsible or ethical traveller tries to minimize the negative and maximize the positive affect of his/her visit.

Families with small children usually travel in their home country. Different kinds of theme parks, spas and ski centres are popular places to visit for Finnish families. What are the different impacts that these attractions have on their environment? What influences families' choices of destination and services and how to be a "responsible family traveller"? That is what we are trying to find out in this chapter.

#### **3.1 Family tourism-definitions**

Family can be defined as a unit that consists of parent or parents and one or more children (Southall 2010). According to Statistics Finland (2012), family with children consists of a married or cohabiting couple or persons in a registered partnership and their children (at least one of them under 18 years) living together or one of the parents and his/her children living together. In many other cultures family is considered as wider unit consisting also grandparents and other close relatives. However, in this thesis the family referred to is the nuclear family – parent/s with at least one child.

Family tourism involves the family unit and their participation in different forms of tourism activity (Southall 2010). Family travel can be seen as an important builder of family well-being and leisure travel is for many families a necessity rather than a luxury. The family travel market has been growing and many tourism practitioners including hotels, cruise lines and resorts have added amenities, programs and activities designed specifically for families. (Lehto, Choi, Lin & MacDermid 2009, 459-460)

Absence of childhood in tourism studies has been criticized. Small (2008, 772-773) argues that research which discusses children as tourists has mainly focused on chil-

dren's influence on parent's decision making and children's influence on adult tourists' experiences. According to her, most of the studies have been from adult perspective and only recently there have been research on how children experience the holiday.

Obrador (2012, 402-404) notes that families form the consumer base of many tourist resorts and attractions and yet tourism research has rarely taken notice of them. He argues that the family has only featured notably in four areas of research; in managerial studies with an interest of decision making processes, in tourist studies with an interest in children's holiday experiences and the social construction of the family, in historical studies of vacationing often concentrated on mass tourism and in cultural accounts of family photography. He says that all these studies provide valuable evidence of the importance of family tourism but only few of them actually challenge the marginalization of the family in tourism theory. According to Obrador the invisibility of the family in tourism research reflects a gap in knowledge, a lack of empirical research in family centred holidays and is also a result of the way tourism has been traditionally conceptualized in the Social Sciences leaving no room for thick sociality and relations of domesticity.

*Family lifecycle* means the stages in the life of an average family which have different characteristics of commercial behaviour affecting the probability of travelling. When the children are small, the families probably don't have much money to spend on holidays but once the children get older the financial situation usually improves which influences also families' travelling habits. (Richardson & Flucker 2004, 46-47.)

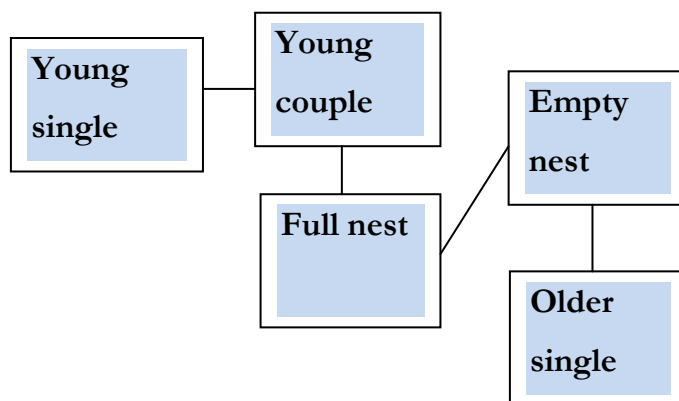


Figure 2. The simple version of The Family Life Cycle (Perner 2009-2010)

Family life cycle is an important model for travel and tourism marketers as it has considerable effects on the types of products that an individual or a family are prepared to purchase. A young couple without children (DINKY – Dual Income No Kids Yet) is more likely to use long-haul, luxury products than families with small children that may well prefer safe and “easy” products and destinations. (Lomine & Edmunds 2007, 75.)

Children influence adult’s choices through their childcare requirements and their ability to negotiate with their parents (Obrador 2012, 408). Nowadays children in western countries have more influence on family buying decisions than before, especially concerning family’s free time. Reason for that can be changes in attitudes and lifestyles - changes in family hierarchy and parenthood, changes in use of time and decrease in the amount of children in the family. Raising children has also become “a project” where the aim is to ensure that the child has “best possible” childhood in both, social and material sense. (Raijas & Wilska 2007, 10.)

Considering children as consumers raises ethical questions. Developing services for families is challenging and requires sensitivity and ethical know-how but can be rewarding for both, families and the companies. (Ikonen 2010)

### **3.2 Travelling with family**

There are number of psychological variables affecting the destination choice; e.g. perception, learning, beliefs, attitudes and *motivation*. Motivation is the critical variable because it is the driving force behind all behaviour. It is a process of internal psychological factors – needs, wants and goals – generating an uncomfortable level of tension which leads to actions to try to release tension and satisfy needs. (Richardson & Fluker 2004, 66-67.)

The external and internal factors which motivate tourists can be divided into *push- and pull factors*. Push factors are the economic, social, demographic, technological and political forces that “push” consumers away from their usual place of residence and stimulate a demand for tourism activity. Pull factors are those which “pull” consumers towards specific destination, e.g. positive image, safety, attractions or climate. (Richardson & Fluker 2004, 67.)

For families these push factors can be i.e. maintaining family health, well-being and lifestyle (Lehto et al. 2009, 460) or simply being together and having fun as a family (SMAK 2002, 20). Families want to experience things together. According to Aho (2009, 38), travel experience can be either individual or collective. He notes that in some cases the collectiveness is the main thing in the experience, not the activity itself. Pull factors for families can be - in addition to safety and security - i.e. special family offers, good parking facilities, children's entertainment and educational activities, child-friendly restaurants, easy accessibility with pushchairs and childcare facilities. (Southall 2010; Mintel 2009.)

In their study about vacations of Northern American families, Havitz, Shaw and Delamere (2010, 29) developed different themes focusing on meanings and values of family travel. Four "positive" themes emerging were creating memories, togetherness, escape and education. The "negative" ones were work and workload, spatial proximity (too much togetherness) and divergent travel styles and preferences.

According to Havitz et al. (2010, 29), when making travel decisions creating positive family memories and strengthening the family unit are important motivators for parents. They note that when travelling, families want to escape from their everyday life and routines and re-connect with each other while visiting destinations and attractions. In their study they found out (not surprisingly) that fathers were struggling with finding the time and space for the vacation and avoiding work while on holiday and mothers - in addition to their normal workloads - were usually in charge of planning and facilitating the vacations.

According to Moutinho (2000, 54-55), family vacation behaviour is associated with the life stages of the family (family life cycle) and the trips are often the highlights of family life, especially when the family is growing. Goals and roles of the family are major determinants of vacation decision-making. Moutinho notes that family influences are important because they affect individual personality characteristics, attitudes and values and the decision-making process that is involved in the purchase of tourism services.



Children's influence on family-decision making process is very important yet usually indirect: their needs as well as the benefits they can gain from travel experiences are taken into account in the process. During the travel children may have direct influence on e.g. choosing a place to eat or of a certain activity. This influence depends on the stage of family life. (Moutinho 2000, 56.)

There might be conflicting interests within the family when choosing a destination and services. Parents might think that one needs to travel to some fancy destination or the children need some specific activities in order to have a "good" holiday. For children however the main thing might be just being together with their parents and having their full attention. (Autio 2011.)

### **Families as responsible travellers**

If a family wants to travel in *ethical or responsible way*, one has to consider how and where to travel. About half of Finnish traffic's use of natural resources results from tourism (SLL 2012). Many times the transportation can consume more natural resources than the activity itself. According to *Tourism MIPS* (material input per service unit) research, the share of transportation in natural resource use of total tourism activity is significant especially on short-term trips. Other factors in addition to length of stay are the transportation method used and the travelled distance. (Työ- ja elinkeinoministeriö 2008, 89-91.)

In practice, it is usually the convenience, price and safety that matters when family chooses the transportation method. If one is interested in ecological aspect, there are different kinds of calculators available on the internet to count the *carbon footprint* of each option. The results might however vary depending on the calculator used. Roughly said, flying is the worst option and the train is the best according to amount of emissions. (Suomela 2011.)

Using a private car is not very sustainable option but it is a different subject when there are five persons in the car instead of one. According to Heikki Susiluoto, (former president of the board of The Finnish Association for Nature Conservation), families can

travel e.g. to their summer cottage using private car with good conscience. He notes that in addition to considering the ecological aspect of the vacation it is important to enjoy – holiday should not be difficult. More important for the environment is how the family acts in everyday life; how it warms up the house, what kind of food it eats and which methods of transportation it usually uses. (Haapala 2009, 8-10.) According to Finnish Ministry of Environment there are huge differences with the use of natural resources between different families and households in Finland (Suomen Ympäristöministeriö 2009).

Being responsible can also be part of holiday's charm – rental cottage without all the fancy equipment and electricity and travelling there with public transportation or e.g. by bike can be an adventure and unforgettable experience for the entire family. (Haapala 2009, 8-10.)

According to Kalmari & Kelola (2009, 38-44, 114-116), responsible traveller should pay attention to the products and services it uses in the destination. They note that e.g. eating local food supports small, local producers and also has smaller carbon footprint. One should also consider the impacts of his/her activities to the environment - e.g. in ski centres responsible traveller avoids taking part of activities that include the use of motor vehicles (snowmobile, quad bikes, etc.) and favours more sustainable cross-country skiing instead of downhill-skiing. While on destination one should avoid using private car – most big ski centres have free ski buses that take people from the cottages and hotels to the slopes. (Kalmari & Kelola 38, 156.)

When using accommodation services and restaurants one should pay attention if the companies have environmental- or CSR programs. From big hotel-chains e.g. Scandic, Radisson Blu and Sokos have Swan-labelled hotels (Ympäristömerkki 2012). A good option is to support the local economy and culture by using services of farm tourism or small private bed & breakfasts. Farms with their animals and activities can offer nice experiences for children that live in the urban areas and they often also serve good, local food. (Haapala 2009, 8-10; Jänis 2012.)

When travelling with children, parents are in big role with their behaviour and attitudes towards other people and things in general. Children can sense even the smallest actions, expressions and gestures of their parents and will most probably start acting the same way (Suomalainen 2012). There is always educational aspect in the trip when travelling with kids - when parents e.g. act disrespectfully towards local people or service personnel in a destination or throw litter in the nature their children most probably will adapt the same habits (Jänis 2012).

### **3.3 Finnish family tourism**

In 2010 Finns travelled an average of three times a year from which half was domestic tourism (Tamminen 2011). Domestic tourism and trips to close by areas (Estonia, Sweden, etc.) have become more popular among Finns, partly due to economic depression (Manninen 2010). According to Statistics Finland, domestic tourism grew to 15, 7 million nights spent in accommodation services, which was six per cent more than a year before (Tilastokeskus 2011). In year 2011 there was two per cent reduction in domestic tourism with total 15, 4 million nights spent in accommodation services (Tilastokeskus 2012).

Not all Finns travel to paid destinations – many spend their holidays in their summer cottages, visiting relatives and friends or at home (Tamminen 2011). Finland is a country of almost 500 000 summer cottages. The people and families (estimate of 1, 7 million people) spending time in their cottages form the base for domestic tourism by bringing tourism income to the areas of their stay. (Vuoristo & Vesterinen 2009, 70)

Most day-visitors in Finnish tourism destinations, recreational areas and national parks are people from close by areas. E.g. when family living in Vantaa drives to Nuuksio national park in Espoo or visits Korkeasaari Zoo in Helsinki for a day it can be seen as sub-urban recreational activity rather than tourism. (Vuoristo & Vesterinen 2009, 100.)

The main seasons in Finnish tourism are summer and winter. In Northern and Eastern Finland the peak season is in February-March when the schools have their winter holidays. Another busy season is Easter. In winters with little snow in the South, many families head to ski centres in Northern Finland for their holidays. (Vuoristo & Vester-

inen 2009, 28-29.) Over one third of Finns (2010) have their summer holiday in July and spend most of it in summer cottages (their own or visiting friends and relatives at their places) or taking part of different summer events. (Manninen 2010.) When thinking of summer, many Finns have a picture of beautiful lakeside in their mind and also the most popular town destinations – Helsinki, Tampere and Turku – are situated by water. (Tamminen 2011.)

Families with children travel mainly in their home country (SMAK 2002, 18) and they seem to use more money on leisure activities than before (Raijas & Wilska 2007, 8). In Finland there are over 600 000 families with children who use ca. 30 per cent of their income on leisure activities. When the parents are busy in work life they expect to have nice experiences together as a family while on holiday and are ready to pay for it. When the population is getting older and wealthier, many children have also their grandparents as indulgers taking them to trips and leisure activities which is an opportunity that the tourism companies have not much used. (Ikonen 2010.)

Generalized, Finnish families spend more and more of their leisure time spending money together and there has been a lot of discussion of childhood commercialization. Many families spend their free time in shopping centres. (Wilska 2011, 4-5.) Places like Ideapark in Lempäälä and Jumbo/Flamingo complex in Vantaa attract families with their wide selection of services – shops, restaurants, spa, children’s culture centre, cinemas, bowling centre, indoor amusement park etc. (Jumbo 2012, Ideapark 2012).

It has been argued that tourism- and entertainment services becoming more and more standardized is a part of so called *McDonaldisazion*. The term comes from American McDonald’s fast food-chain where all the restaurants all around the world are working under same strict principles; to reach the optimal financial result using strict norms of efficiency, calculability, predictability and control. In Finland the same applies to e.g. ABC service stations which are popular among families and offer exactly same products and services in similar surroundings everywhere. (Wilska 2011, 7-8.)

Disney theme parks have worked under same kind of principles and critiques have argued that so called *Disneyzation* has begun to dominate a big part of society, especially

when talking about consumerism and service production. Themes, hybrid consumption, merchandising and performative labour can be seen as parts of Disneyization. Aspects of both, McDonaldisation and Disneyization can be seen also in Finland. Standardization and concatenation are well presented in a leisure time of Finnish families not least because S-group and other big operators have invested in services for families i.e. restaurants and hotels. (Wilska 2011, 8-12.)

The researcher of Finnish families and their consumerism, Terhi-Anna Wilska (2011, 4) argues that many families feel that standardizing and rationalizing can make things easier for them but just shopping and using individual services is not enough – families seek for diverse experiences. She argues that in the future the service culture and connecting products, services and experiences thru themes will play bigger role also in Finnish family tourism. Amusement parks, zoos, hotels, spas, shopping malls, stores, museums, etc. could be themed for children and families. Also historical sites and farm tourism could benefit from using a theme. There is however a risk that the customers feel that the product is too commercial and that they don't receive enough personal service. (Ikonen 2010, Wilska 2011, 20.)

According to CEO Teemu Koho from Kids Factory (a Finnish company that designs and executes service concepts for children), when planning services for families the basis for success is skilled personnel – the promises made in service brand must be kept in practice. This can be problematic in places like ski centres where there are many independent operators and service should be of same level everywhere. Different kinds of mascots or characters designed for children can ease the work of personnel and help parents to recognize the service but the most important thing – noticing the child as a person and speaking at him/her directly – should not be forgotten. (Ikonen 2010.)

### **3.4 Finnish family attractions**

Many families spend their holidays and days off in *theme parks*, *spas* and *ski centres* (Raijas & Wilska 2007, 8). Themeparks Linnanmäki (Helsinki), Särkänniemi (Tampere) and Korkeasaari Zoo (Helsinki), spas AaltoAlvari (Jyväskylä) and Taikametsä (Imatra) and ski centres Levi (Kittilä) and Ruka (Kuusamo) were among the most popular tourism

destinations in Finland in 2007 according to number of visitors. (MEK 2007) After year 2007 there are no existing statistics about the subject.

*Theme parks* are artificially created attractions. They are user-oriented, purpose-built entertainment complexes, containing numerous sub-attractions. Parks are usually designed to maximise retail expenditure of visitors. (Lomine & Edmunds 2007, 182-183.) In addition to traditional amusement parks (such as Linnanmäki) there are several other tourism destinations in Finland built around different themes, i.e. Moomin World in Naantali, Heureka Science Centre in Vantaa, Santa Park in Rovaniemi and Ähtäri Zoo. (Vuoristo 2003, 110.)

*Spas* can be divided roughly into entertainment spas or rehabilitation centres and health spas. There are almost 50 spas in Finland offering also hotel services with their 5500 rooms. (Lankinen 2008, Tuovinen 2009.) Also some theme parks are built around water theme (Jukupark in Turku, Aqua Serena in Espoo, etc.) and many ski centres (Levi, Ruka, Tahko, etc.) have spas as one of their attraction.

There are 74 *ski centres* in Finland. The biggest ones according to their market shares are Ruka, Levi and Ylläs, all in Lapland. In recent years ski centres have made a lot of new investments and 2010-2011 was a top season according to lift tickets sold for € 52, 5 million. (Saavelainen 2012.) According to survey by The Finnish Ski Area Association, an estimate of 1, 2 million Finns downhill ski (Ski.fi 2012). Many ski centres especially in Lapland are “full service tourism towns” like Levi which offers - in addition to downhill and cross-country skiing – i.e. hotel services (over 20 000 beds), restaurants, spa, different kinds of shops and various programme services (Vuoristo & Vesterinen 2009, 385-386).

### **3.5 Responsible considerations related to Finnish family tourism**

Only few Finnish tourism companies have Corporate Social Responsibility (CSR) programs. Among those few are family destinations Moomin World (Naantali) and Ähtärinreitin Loma (incl. Ähtäri Zoo) that took part in a pilot project that developed CSR practices for the Finnish Tourism industry in 2003-2005. (Efeko 2005, 10-12.) CSR means responsibilities of a company towards society and stakeholders and it takes

all parts of sustainable development – economy, environment and social aspect – into consideration.

When thinking of CSR in tourism industry, the focus has been mainly in environmental matters. Different kinds of environmental programs and Eco labels have become a part of also many tourism companies' image. There are several different labels with different requirements and level of supervision which makes comparing them difficult. The most reliable labels such as Swan- and EU- Eco labels and ISO14001 Environmental program are certified and admitted by an independent party. (SMAL 2012b.)

It is popular to use terms “sustainability” and “eco” in marketing of tourism services (Lansing & De Vries 2006, abstract), but it is difficult for a customer to know if the information is correct and what are the actions that really matter in order to be “environmentally friendly”. Is a company environmentally responsible if it recycles the waste but does nothing to reduce it? Does the little things matter if the bigger things i.e. the use of energy are left unnoticed? Some ski centres and theme parks give directions to their customers how to have a “responsible” visit (Ruka 2012, Himos 2012, Linnanmäki 2012, Ski 2012, etc.). Are these companies responsible for real (can sustainability be seen in company's core operations?) or are they just moving the responsibility to their customers?

### **Themeparks and spas**

*Themeparks* consume a lot of energy, e.g. Linnanmäki in Helsinki consumed six gigawatt-hours of energy in 2009, mainly between May – September to run the rides, restaurants, shops, lightning, etc. The customers expect to get new experiences every year which means new rides and services that consume even more energy. (Sormunen 2009, 9.) According to its web-sites Linnanmäki purchases renewable energy to run the rides, it produces its own wind- and solar power to run some of its operations and uses as much led-lamps for its lightning as possible (Linnanmäki 2012). The competitor Särkänniemi in Tampere markets itself as a first Scandinavian theme park with an ISO 14001 - environmental certification. It uses energy produced in closeby Tammerkoski (rapid) to run its operations (Särkänniemi 2012). Both parks have signed energy effi-

ciency agreement of Federation of Finnish Technology Industry to cut their use of energy by 9 % before 2016 (Linnanmäki 2012, Särkänniemi 2012).

An example of different kind of theme park is Flowpark in Turku which is marketed as “ecological amusement park”. It is a park with several different adventure tracks and it uses a minimum amount of energy as the “motors” are visitors themselves. It is situated close to the city and makes use of already existing infrastructure (i.e. transportation connections and parking facilities). (Turku 2010.)

Visiting theme parks is not cheap – families can spend hundreds of euros during one day for rides, games, food, drinks, ice-cream, candies, pop-corn, toys, etc. Many parents don’t want to be strict while on holiday and they allow things easier for their children and for themselves. (Kokko, 2011.) This hybrid consumption (meaning all the shops, café’s, restaurants, etc. in the premises that are there to make customers spend as much money as possible) is one major ethical issue concerning theme parks. Also customers - especially children - expect that in addition to intangible experience there are also products to buy. (Wilska 2011, 10.) Another issue is how sustainable the products sold and e.g. the prizes of the games are.

Restaurants in many theme parks sell mainly fast food from disposable dishes. According to statistics, Finnish families spend more money on fast food than other households but is it because they want it or is it in most cases the only thing they are offered? (Wilska 2011, 12.) At the moment Särkänniemi is the only theme park in Finland with Swan-Eco labelled restaurant services. To get the label one needs to fulfil the strict requirements about e.g. the origin of food, chemicals used, the use of water and energy, disposable products and waste management. (Särkänniemi 2012, Ympäristömerkki 2012.) Linnanmäki is also following the “food trends” and has recently opened new restaurant world called Kattila, which is run by “top chefs” and offers options for traditional fast food usually served in parks (Linnanmäki 2012).

When thinking of theme parks that have animals as their attraction there is yet another ethical dilemma; on the other hand animals are cute and interesting especially for children but on the other hand they would be better off in the nature and not in impris-



onment (e.g. dolphins in Särkänniemi). Some Zoos, like Korkeasaari are committed to protecting endangered species and educating their visitors. However, according the most radical views, keeping any kind of wild animals in imprisonment to entertain people is unethical. (Kalmari & Kelola 2009, 143.)

*Spas* consume a lot of water and energy. They can consume nearly five gigawatt-hours of electricity in a year (the same amount would warm up ca. 300 houses) and consumption of water can be 200-300 litres/customer. There are however many ways that spas can save energy and water, e.g. by using automatic showers, energy saving light bulbs and renewable sources of energy when possible (e.g. solar energy). Aaltoalvari in Jyväskylä and Rantakeidas in Mikkeli are among the spas that have taken part of international Promidnord-programme which aims to improve the eco-efficiency of spas and swimming halls. (Kalmari & Kelola 2009, 154.)

### **Ski Centres**

When thinking of tourism destinations such as *ski centres* and their ecological sustainability, the important thing is ecological tolerance of nature; how much it can be used without being destroyed? Tourism takes advantage of nature which in many cases is one of the main pull factors for visitors and also therefor should be preserved. The structure of an area is very important when considering environmental impacts of tourism because it affects e.g. transportation needs – how to arrive to the area, how to move there and what kind of methods are being supported. (Staffans & Merikoski 2011, 61-62.) Lately there have been a lot of new investments and construction in ski centres which can threat nature's diversity and disturb wild life. (Kalmari & Kelola 2009, 40-42).

In addition to community planning, land-use and waste management (which in many centres is still well behind normal standards), most environmental issues in Finnish ski centres relate to the use of energy for i.e. ski lifts, warming up the buildings, lightning and artificial snow making (Kalmari & Kelola 2009, 40-42). Due to climate change ski centres especially in Southern Finland are getting more and more dependent on artificial snow. Even though water used for snow making is mainly taken from ponds and

lakes nearby and no chemicals are used it still has negative affects; temperatures rising increases costs and the greenhouse gas emissions will multiply if the snow is made by using energy produced with fossil fuels. (Ilmatieteenlaitos 2012; Kalmari & Kelola 2009, 40-42.)

When looking at their web-sites and also according to a survey by Travel Magazine Mondo sent to all Finnish ski centres in 2008, environmental matters don't play important role in most centres (Kalmari & Kelola 2009, 42). Ruka (Kuusamo) and Pyhä (Kemijärvi) are the pioneers in that sense. They started their environmental programme in 2008 and use 100 % hydro power in all operations. Pyhä is compensating its fossil energy emissions and markets itself as the first carbon neutral ski centre in Scandinavia. Their goal is to eliminate all carbon emissions to zero by 2020 and start using bio-fuels. (Kalmari & Kelola 2009, 42, Pyhä 2012.)

When looking from perspective of local community, sustainability means vital village and well-being together with possibility to take part of decision-making and developing the area. In many tourism areas, e.g. in Lapland, the needs of local residents can be in conflict with the expectations of tourists. On the other hand, the economy of the area can be dependent on tourism.

### **Lapland's challenges**

In Lappish ski centres the local people can get their livelihood directly from tourism but at the same time they can feel thread because tourism changes the area and can make treasuring the traditional livelihood and traditions challenging. When developing a sustainable tourism area, the needs and special features of tourism should be taken into consideration but also adapt them into the needs of other industries operating in the area – such as forest industry, reindeer herding and mining. (Staffans & Merikoski 2011, 21, 62-63.)

According to Saarinen (2001), tourism changes and makes destinations homogeneous. He argues that tourism marketing presents e.g. Lapland's nature and culture alike despite of destination's actual nature and location, particularly in situations where non-

local operators are developing and marketing area's tourism services. Saarinen points out that an extreme example of this are the descriptions of Sami culture in tourism marketing and literature.

When thinking of the Sami people and tourism the ideal impacts are job opportunities, higher incomes and the spread of knowledge on the Sami culture. However, the over-commercialization may jeopardize the indigenous culture. In Finland many fortune hunters – Sami and non-Sami – have started controversial and criticized ventures in Sami tourism (Pettersson 2006, 169). Many times Sami culture is presented as “a past in a present” and is seen in marketing and different program services as something primitive (Saarinen 2001).

For responsible family traveller this can be an ethical dilemma – should one take part of this kind of activities, e.g. Lappish ceremony (Lapinkaste), which can be run by a true Sami, but which Sami people in general don't approve? Sami people that are against of tourism say that their culture is being misused and their traditional livelihood, reindeer herding, is suffering because of tourism (Ängeslevä 2007, 1-5). In practice many Sami people are forced to make compromises to get their livelihood – they e.g. offer the Lappish ceremony because tourists demand it even though it might strengthen the stereotypes around Sami culture (Ängeslevä 2007, 1-5).

### **Market concentration**

As already mentioned, tourism brings important income for the local people in many peripheral areas. However, also in Finland, many tourism services are owned by big chains meaning that a big part of the income may flow away from the area. (Kalmari & Kelola 2009, 137.) The market leader of Finnish grocery trade - S-group – also rules the hotel- and restaurant market and offers many products and services popular among family travelers. Concentration of market has been criticized e.g. by Suomen pienyrittäjät (association for small businesses) which claims that the country has a problem with structural corruption in local administration. This can be seen in town planning and distribution of building ground and is according to them obvious when looking at i.e. the fast and extensive spread of S-group's ABC service stations around the country.

(Varpela 2010.) S-group has responded to the accusations by saying that no-one else wanted the building grounds (Ovaskainen 2010).

Using these service stations, restaurants and hotels that are a part of a big chain can raise ethical questions among some family travelers but many times there aren't any options available. Chains attract families because the products and services are "safe" and easy; one knows what one gets.

### **Seasonality**

One problem in Finnish tourism is the seasonal nature; it is challenging for the local people in both, economical and operative sense (Staffans & Merikoski 2011, 62). According to Kalmari & Kelola (2009, 20-21), responsible traveller travels off-season which makes the tourism impacts – environmental, economic and socio-cultural - spread more evenly around the year and ease the pressure of building more capacity. They note that often one gets also better service and prices during off-season. However, all services might not be available then. If a family wants to downhill ski, it is useful that there is snow and the lifts are open. In practice, families with school-aged children travel when the schools have their holidays.

In ski centres, the demand for travel services exceeds supply during the school winter holiday in Southern Finland and also the trains run out of capacity. According to Finland's Tourism Strategy 2020 spreading the school winter holidays more evenly would enhance the possibilities of tourism businesses to operate and improve the fluency of railway traffic. There has also been discussion about postponing school's summer holidays by two weeks to match with holiday seasons in rest of Europe. Nowadays the season for companies offering summer travel services is short and partly mistimed. (KTM 2006, 31-32.)

Staffans & Merikoski (2011, 62) note that when developing year-round activity, it is important to recognize what type of growth is most beneficial to an individual tourism destination in a long run. How to keep all aspects of sustainable development in balance so there is something left also for the next generations?

## 4 Methods

According to Hirsjärvi, Remes & Sajavaara (2007, 130-131) three traditional research strategies are:

- *Experimental research*; manipulating independent variable to determine its affect on a dependent variable
- *Survey research (quantitative)*; collecting information from a group of people using standardized methods
- *Case study (qualitative)*; detailed, intensive information about one particular case or small set of cases related to each other

All these strategies have their uses and limitations. Silverman (2008, 6) notes that the research method should not be predetermined; one should choose a method which is appropriate to what one is trying to find out. Different methods can also complete each other, e.g. I could have used also complementary quantitative research methods (short questionnaire send via social media to ask about general opinions about ethical family tourism) but to limit the size of the research material I chose to use only qualitative ones.

### 4.1 Qualitative research

The aim of qualitative research is to *describe real life* and study the subject as comprehensively as possible. The researcher is dependent on the existing values while values shape how we try to understand the phenomenon researched. Objectivity in its traditional sense is not possible to be reached in qualitative research while the researcher and the knowledge gained are dependent on each other. Generalized, qualitative research aims to find or reveal facts rather than verifying already existing ones. (Hirsjärvi et. al 2007, 157.)

Typical features of qualitative research according to Hirsjärvi et. al (2007, 160) are:

- *The nature of the research is comprehensive collecting of data which is done in natural, real-life situations*
- *Favoring people as data collection instruments*; the researcher trusts his/her own observations and conversations with the examinees rather than information gained by using some specific tools for measurement
- *Using inductive analysis*; the aim is to reveal unexpected things and therefore the basis is not to test any theory or hypothesis but to examine the material in multifaceted and detailed way
- *Using qualitative methods when collecting the data*; favoring methods where the views and “the voices” of examinees are heard e.g. theme interviews, observation and group interviews
- *Choosing the appropriate target group instead of using random sampling*
- *Research plan forms along the research process*; research is done in flexible way and plans may change according to situations
- *The cases are seen unique and the results are interpreted accordingly*

Once committing to qualitative research methods one still has to consider what exact methods will be used (e.g. interviews, focus groups, observations, texts, audio and video recordings) and in what ways are these methods relevant to the research problem (Silverman 2008, 6). I came into conclusion that for my research problem the best possible method is to *interview* families.

## 4.2 Interview as research method

Interview is the basic method of getting data in qualitative research. It is a flexible method which can be used for many different purposes to gain profound information about things and phenomena. (Hirsjärvi & Hurme 2004, 11.)

According to Hirsjärvi et. al (2007, 200-201), interview is chosen for a research method usually for following reasons:

- *One wants to highlight the subjectivity of a person in a research situation*; interviewees possibility to express themselves freely

- *Research is about unknown, little researched subject*; it is difficult to know beforehand what kind of answers one gets
- *The aim is to place the result (speech) into wider concept*; in the interview situation it is possible to see respondent and his/her facial expressions and gestures. The respondent can also tell more about him/herself and the subject than can be foreseen.
- *It is known beforehand that the subject of the research produces many different kinds of answers*
- *One wants to clear the received answers*
- *One wants to deepen the received information*; e.g. asking for arguments for stated opinions
- *The research subject is something sensitive*

Hirsjärvi et. al (2007, 203-204) divide interviews into three groups: *structured interviews*, *theme interviews* and *open interviews*. Structured interviews are conducted by using forms with entirely fixed questions and order. Open interview is an unstructured, informal method which tries to clear respondent's views, opinions and feelings as they emerge genuinely during the interview.

Theme interviews are something between the structured- and open ones and they are *semi-structured* in that sense that the themes are same for all interviewees. The relevant thing instead of asking exact questions is to follow these themes. In other semi-structured interviews the questions and even the form of them is same for everyone. (Hirsjärvi & Hurme 2004, 47-48.)

My method for finding out about the ethical views of Finnish family travelers' was something between "traditional" semi-structured and theme interviews. I developed questions under certain themes, but I was open to change or modify the questions during the interviews if needed – main thing was to get information about the themes that I felt were important. The main themes discussed under the concept of family tourism were *ethics*, *motivation* and *travelling with children*. Interview questions can be found in Appendix 2.

### 4.3 Conducting the interview

People are being selected as interviewees usually because they represent a certain group (Hirsjärvi & Hurme 2004, 83). Families I interviewed were *purposefully selected* from my circle of acquaintances on the basis that they could be held as “typical Finnish family tourists” (discussed in chapter 3.3) that visit “typical Finnish family attractions” (chapter 3.4) and they all had small children (under school age). Another important reason for selecting these families was that I believed that they would be able to give profound answers due to their educational background or their other personal features.

The relation between background information of families (i.e. age and place of residence) and their answers was not examined in this research but the families are shortly introduced here to enhance the reliability of the study and also to make it more interesting for the reader. Table 2 also presents the dates, places and lengths of the interviews.

Table 1. Conducted interviews

<b>Families and their places of residence</b>	<b>Ages of family members</b>	<b>Date and place of the interview</b>	<b>Length of the interview</b>
<b>Family A</b> Jyväskylä	Father 35, mother 34 + boy 4 and girl 1	19.7.2012 Virrat	00:25:46
<b>Family B</b> Tampere	Father 39, mother 41 + boy 6 and girl 2	19.7.2012 Virrat	00:35:25
<b>Family C</b> Vantaa	Father 36, mother 34 + girl 7 and boy 2	9.8.2012 Vantaa	00:25:44
<b>Family D</b> Helsinki	Father 34, mother 33 + boy 5	17.8.2012 Helsinki	00:27:58
<b>Family E</b> Espoo	Father 34, mother 33 + boy 3	5.9.2012 Espoo	00:21:53
<b>Family F</b> Helsinki	Father 40, mother 38 + boys 3 and 7	6.9.2012 Helsinki	00:17:53



According to Hirsjärvi et al (2007, 205), interviews can be conducted as 1) *individual interview*, 2) *joint interview* or 3) *group interview*. Joint interview (i.e. one interviewer and two respondents) is one type of group interview and therefore the “rules” for making group interview apply also for joint interviews. The possible positive outcomes of choosing a group interview as a method are that many times the people interviewed are more natural and emancipated when there are more people around and they can get help from each other when it comes to e.g. remembering things correct. One possible negative outcome when using this method is that a member of a group can try to dominate the discussion. (Hirsjärvi et al 2007, 205-206.)

In my research I was interviewing couples as representatives of their family and therefore the interviewees are referred here as *families* even though the children were not actively taking part of the discussion due to their young age. To make sure that I would get opinions from both spouses I tried to encourage the more “silent” ones by e.g. asking them to answer first.

As I already knew the families, organizing the interviews was simple as I could just call them and ask. The interviews were conducted between 19 July – 6 September 2012, two of them (family A and B) in one family’s summer cottage and the rest at homes of the families. The language used in interviews was Finnish because it was everyone’s native language. Interviews were recorded and then transcribed for analyzing. The average length of the interviews was ca. 26 minutes with the shortest one being 18 and the longest one 35 minutes.

The overall subject of the research was told to the families when asking them to participate but no exact questions were sent beforehand as I wanted the answers to be spontaneous. Also children of the families were usually around in the interviews but as they were not actively participating their voices and sentences were left out unless they had something to do with the subject. Otherwise transcribing was done word to word, also writing down the filler words and the voices of laughing. As I knew the families in advance there were probably more humor and sarcasm involved than when interviewing completely strangers.

When analyzing qualitative data the aim is to clarify the material and produce new information about subject researched (Eskola & Suoranta 2000, 137). According to Hirsjärvi & Hurme (2004, 136) qualitative analysis can include following features:

- *Analysis often begins already during the interview*
- *Data is usually analyzed “close” to the data and it’s context (data is kept in verbal form unlike in quantitative research)*
- *Researcher uses inference which can be either inductive (based on data) or abductive (based on researcher’s own theoretical threads which he/ she tries to verify)*
- *There are many different techniques and ways to do the analysis*

Analyzing data can be roughly divided into two categories: 1) *explaining* or 2) *understanding* the data. Understanding the data is a method used often for analyzing qualitative material. One should always choose the method which best gives answers to the research problem. This can be difficult in qualitative research while there are many options and no strict rules to follow. (Hirsjärvi et al 2007, 219.)

In this thesis the chosen method to analyze the data is *thematizing*. According to Hirsjärvi & Hurme (2004, 173) thematizing means that when making the analysis one looks for features arising from the data that are similar in several interviews. These topics arising can be based on themes used in the interview questions but usually also many new ones arise which can be often more interesting than the original ones. These themes arising in the analysis are based on researcher’s interpretation of what has been said as it is very unlikely that the interviewees would use exact same words in their answers. (Hirsjärvi & Hurme 2004, 173.)

Eskola and Suoranta (2000, 174-175) note that when using thematizing there is a danger that the “analyzing” of data will be only a collection of quotations whereas to get successful results by using this method there needs to be interaction between theory and the empirical part.

To find out information that would clarify my research problem, I read the fifty pages of transcribed interviews several times question by question, and used colors to “code”

different emerging themes. I put up those quotations which I found essential for the subject and then tried to link them with existing theory. After that I tried to find out “what is this all about” and “what can be the reasons for that” and then finally based on that made my final conclusions and recommendations about the subject.

#### **4.4 Reliability and validity**

When making a research it is important to evaluate the reliability and validity of the results. Reliability means that the results can be repeated; the results are not coincidental. Validity means the ability of the research method to measure exactly what it was supposed to measure, in other words the relevancy of the research. (Hirsjärvi et al 2007, 226.)

Concepts of reliability and validity are generally agreed to be used in quantitative research. In qualitative research using these concepts in the same sense is challenging; some even say these should not be used at all because the data is subject to researcher’s interpretations and therefore the results may vary according to researcher. (Kananen 2008, 124.) Even if one does not want to use these exact terms it is still important to evaluate how reliable and valid the research is. In qualitative research the researcher can try do this by explaining the research process and conditions in detailed way, e.g. describing the interview circumstances, assessing one’s own actions as interviewer and discussing about possible misunderstandings that might affect the results. When interpreting the research results, the researcher should be able to tell on which grounds his/her conclusions are based on. (Hirsjärvi et al 2007, 227-228.)

I can now say that one learns during the process. During the first interviews when the silence after my questions was being “uncomfortable long” I maybe too eagerly started to explain the questions. Then during the process I noticed that this uncomfortable silence may lead to very profound answers. Another concern during the interviews was that the children of the family were usually present and there where lot of interruptions and background voices which made transcribing the material sometimes a bit challenging (but not impossible). On the other hand the presence of the children made the atmosphere more relaxed and natural which I believe lead into more sincere answers.

The fact that I knew the families beforehand I see only as positive thing as due to limited time and resources I thought it was the best possible way to find interviewees that would best fit my research, as I saw them as representatives of “typical Finnish family travelers” (based on the definitions about the subject presented in chapter 3.3). It also created laid-back atmosphere and I felt that the interviewees answered in honest way without embellishing things. Naturally it is not possible to make any generalizations based on this study but I believe it can bring out some new thoughts around ethics in family tourism.

## 5 Ethical tourism related considerations of Finnish families

The aim of this research is to find out about ethical thoughts related to Finnish family tourism. Based on little research existing about ethical tourism in Finland or Scandinavia, ethics doesn't play big role when making travel decisions. The next chapter presents ethical considerations of six Finnish families and tries to find out if the behavior differs from "average Finn" due to presence of small children. Even though each family had two respondents, their answers are not separated (as communication between family members is not examined in this research). The material is divided into following parts: 5.1 defining ethics, 5.2 ethics in everyday life, 5.3 ethical tourism definitions, 5.4 travelling with family – the role of ethics, 5.5 travelling with children and 5.6 promoting ethical tourism. Table after each part presents those subjects that were mentioned at least by two of the interviewed families. These tables summoned up can be found in appendix 4.

### 5.1 Defining ethics

Ethics is a complex concept with lot of different definitions as discussed in chapter 2. However, it can be generalized (based on most definitions) that ethics has to do with doing what one believes is "the right thing to do".

When asked to define term ethics, families were first a bit confused but once starting to think about it all of them came into conclusion that ethics has something to do with doing good things or making right choices:

Well I think ethics is about acting in a way that one thinks is the right thing to do, do right things, make right choices, decisions and so on... (Family D)

Maybe it is pursuing for a guideline that one follows...to do things that one feels are right or good things to do. (Family A)

...that one tries to make as good decisions in one's everyday life as possible and then take responsibility of the decisions. (Family F)

Families B, C and F also stressed that ethics has to do with acting in a way which also other people approve:

...making decisions that one stands by and feeling that the other people approve...  
(Family F)

Term morals refer to the principles person follows when he/she wants to do “the right thing” (chapter 2). Half of the families (A, C and E) thought that morals have something to do with ethics:

...when talking about ethics one talks about choosing between right and wrong and about morals. (Family C)

Responsibility and morals of one’s actions. (Family A)

According to some definitions in ethical decisions values and judgments play a critical role – decision maker has the responsibility of weighing values and making judgments in a situation that is new to him/her (chapter 2.1). Also family B highlighted the meaning of values:

Those things that one values can be seen in one’s actions...ethical choices are therefore value choices.

Also justice was mentioned (families B and F):

... rightful or good, good when thinking of other people and things. (Family F)

...it’s about justice... (Family B)

Basic applications of ethics deal with people’s relationship with nature and society and the issues of life and death (2.1). Also family A highlighted the wider context of ethics:

...ethics is more than the responsibility in one’s own life, it is like more general directions of what is commonly responsible and morally right like in a wider context, related to society and environment.

Family C noted that many things in ethics are actually learned and set by society:

...it is pretty much learned...commonly agreed right...by society...existing norms...moral rules...right and wrong.

As discussed in chapter 2, ethics isn't simple term to define as each person and culture understands ethics differently. Ethics can be seen as universal thing but the moral codes may differ greatly from society to society. Also family E came into same conclusion:

...everyone can understand ethics differently...there is no right answer

Table 2. Results for defining ethics

Defining ethics	A	B	C	D	E	F
■ "Doing the right thing"	■	■	■	■	■	■
□ Commonly accepted things		□	□			□
● Relates to morals	●		●		●	
○ Relates to justice		○				○

## 5.2 Ethics in everyday life

As discussed in chapter 2.1, everyday life is full of situations where people have to make moral choices. When asking the families how ethics can be seen in their everyday life, most families (A, B, D, E and F) considered that it has to do with the decisions they make on how to treat other people or environment, which kind of products or services they purchase, etc.

I think it has to do with everything one does, that one acts respectfully towards other people and life...it is wider than only thinking about environment. (Family A)

...it can be seen in everything and when making decisions. I think it is like that, that one does not even pay attention to it. It comes like unnoticed. (Family E)

Also families B and C brought out that ethics in everyday life is many times subconscious. Family D stressed the ethical buying decisions and the difficulties related to those decisions:

...one tries to think about them but again it feels like one doesn't necessary have enough information, information about...if one does so called ethical buying decisions that are they ethical for real... but if one can choose between two different products one tries to choose the more ethical one...

Five of the six families (A, B, C, E and F) mentioned recycling waste as one ethical aspect in their everyday life. Family C however noted that recycling has become so obvious these days that one doesn't necessarily pay much attention to it:

...yes, we load the waste into thousand different bins and then drive it away...it has become so ordinary that one doesn't even think about it...

As noted in chapter 3.2 parents are in big role with their behavior and attitudes towards other people and things in general as their children will most probably adapt these same habits. When talking about ethics in everyday life, families B, C, D and E mentioned educating their children as one important aspect:

...for kids like how to respect others and other people's goods...respecting thru good behavior... (Family B)

Of course we try to pass on our perception about right and wrong...the kind of moral rules...also to the kids. (Family C)

Table 3. Results for ethics in everyday life

Ethics in everyday life	A	B	C	D	E	F
■ Decisions related to how to treat other people or environment	■	■		■	■	■
□ Recycling	□	□	□		□	□
● Educating the children		●	●	●	●	
○ Often subconscious		○	○		○	

### 5.3 Ethical tourism definitions

According to definitions when travelling in ethical way one takes the principles of sustainable development – economic, environmental and socio-cultural impacts of his/her



actions – into consideration (chapter 2.2). Also family B highlighted the different aspects:

...the well-being of the tourism environment: its peoples' well-being, nature's well-being, in economical, cultural and social way... people and culture and past and future and everything...also the place where you leave from is part of ethical tourism from my opinion, you can't forget where you come from...

As discussed in chapter 3, when thinking of ethical or responsible tourism domestic tourism might not first come into mind. Also three of the families (A, D and E) first related ethical tourism with trips abroad.

Ethical tourism should follow certain principles so that all would benefit, also host communities and their surroundings (chapter 2.2.1). If one wants to act in responsible way one pays attention to the products and services used in destination (chapter 3.2). Also families C, D, E and F thought that one aspect of ethical tourism is that it benefits the local people:

...it is a question of choosing... are you in some all inclusive-resort where the money goes to some multi-national company...the local country not to mention the local entrepreneurs don't get anything...(Family D)

...to try to leave the little money that one has to the local people... (Family F)

Ethical tourism definitions highlight the mutual justice and respect between tourists (and tourism business) and local community (chapter 2.2.1). Also Families C and F mentioned the respect towards locals:

...that one takes the local circumstances into account... one respects the place which one visits...remembers that it is someone's home...(Family C)

Families A and D mentioned human rights as one aspect of ethical tourism. They both recognized the dilemma around the subject:

...it could be reason for not to travel...where human rights are violated but then you think who tourism employs there, those ordinary people who might have nothing to do with these matters...(Family D)

As mentioned in chapter 2.2 one could say that there is no such thing as ethical tourism as tourism usually arises from people's hedonist desires and its negative impacts seem to have most impact on those who are not able to travel themselves. Also family A considered if ethical tourism does in fact exist but then came into conclusion that when travelling anyways one can try to do small, good things to make it a bit more ethical:

...one can consider if one can travel at all...if one thinks that flying is unethical... but when in practice you are in Thailand you can try not take any plastic waste there, not to waste water...(Family A)

If one wants to travel in responsible way, one should pay attention how and where to travel. Domestic tourism and travelling to close by areas is more ecologically sustainable than travelling far abroad (chapters 3.1 and 3.2). Families B and E mentioned choosing the transportation method (taking train instead of car) as one aspect of ethical tourism and family E also pointed out the meaning of destination choice:

...what kind of decision one makes when planning the holiday, if one travels domestic or abroad... It doesn't always need to be some "great happening", some crazy spa holiday; it can be something...ordinary.

As discussed in chapter 2.2.1 one problem with the concept of ethical tourism is the lack of reliable ways to measure if something really is ethical or not. The comparison of different fields of sustainable tourism is also difficult. Likewise families A, C and E thought that it is not easy to know what is ethical or unethical in tourism:

...one doesn't always think how much people (in the destination) earn but I maybe don't believe that if I pay more for my trip the money is then transferred to a person who I think should get it. On the other hand who am I to judge...(Family C)

...to think of the consequences of one's actions, it is the choices one makes... it is pretty hard work to think how everything affects...one never knows what in the end is

good or bad in bigger picture...ethical tourism could be from the other side who are like in tourism business...that they would take it as one point of view...what to offer and to whom (Family A)

Also families C and E brought out the responsibility of tourism industry:

...in normal life one thinks about these things more but when one is travelling, then it is left more as responsibility of the organizational side. (Family C)

Family E concluded that it is still better to travel than not to travel:

Because one can never know everything...then you would stay at home in the dark and bite your fingernails and that would be the most wise in ethical sense.

Table 4. Results for ethical tourism definitions

<b>Ethical tourism definitions</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>
■ Benefits local people			■	■	■	■
□ Relates to trips abroad	□			□	□	
● Difficult to know what is truly ethical in tourism	●		●		●	
○ Respect towards locals			○			○
▲ Human rights	▲			▲		
▼ Choice of transportation method		▼			▼	
◇ Responsibility of the tourism industry	◇		◇		◇	

#### 5.4 Travelling with family – the role of ethics

According to few existing studies about ethical tourism behavior many people have positive attitudes towards the subject but only few act accordingly (chapter 2.2.2). The families were asked how ethics can be seen when they are travelling with their family in Finland. All of them recognized some ethical issues in their tourism behavior but came into conclusion that ethics doesn't play an active role in it (at least not consciously):

Maybe it (ethics) doesn't affect in Finland...or it feels that these are pretty much that kind of local tourism... When travelling in Finland one doesn't really think of it as tourism...(Family A)

Not in any way at the moment...maybe later when the child is older...

If it (the destination) is nice for the child then these ethical boundaries hover, and not just a little bit. It is the child that matters. Sorry World! (Family E)

...maybe if the trips were planned more well in advance the choices could be more carefully considered in many ways but as it is based on what we will do next week...those kind of quick decisions and one doesn't much think of anything...  
(Family C)

Even admitting that all their actions might not be very ethical Family B still saw that their ethics and travel behavior are not in conflict:

Maybe it is like inner born like in a way, I don't at least see any awful contradictions between our (travel) choices and this kind of moral values... in the destination we try to use local services...we travel to same destinations and try to make a contact with local people...skiing downhill is maybe bad but we don't ride the motor sledges or water jets...and we recycle...

#### **5.4.1 Transportation**

As discussed in chapter 3.2, about half of Finnish traffic's use of natural resources results from tourism. When thinking of the amount of emissions the use of private car is not very sustainable option (when compared e.g. with train), however it is a different matter if there are five persons in a car instead of one. All interviewed families used mainly private car when travelling with family in Finland. They all had some considerations about how ethical using the car is but thought that other things such as convenience, price and safety matter more when travelling with small children:

It is easiest to travel by own car when one doesn't have to think about anything...bus ride was so expensive that it was cheaper to go by car. (Family E)

Those are really selfish decisions made from our own point of view; the point is to make it as easy as possible with these kids. (Family C)

In addition to convenience and safety, family A also highlighted the fact that they drive with the full car which is not so "bad" as travelling alone:

Usually we go by car together whole gang, full car...it is convenience and safety that matters. Because this travelling group of ours is a bit demanding. When we travel alone we go by bus or train. (Family A)

Family lifecycle means the stages in family's life which have different characteristics of commercial behavior affecting also their travelling habits (chapter 3.1). This could be seen also in the answers of the interviewed families. Even though using every now and then also public transportation (families A, B, D, E and F) the young age of the children had an effect on the choice of transportation method and choosing the car. As family F summarized it:

Well it is the life situation at the moment...maybe when the children are older one can try to think of some other arguments...when the children are a bit older then it is not so troublesome...

Families B and D who had travelled several times to ski centers in Lapland had considered different options to get there. Family B saw choosing the night train instead of driving with private car as ethical decision:

Yes and we have travelled by night train these trips, it is choice as well, to pay 500 more to go by train.

Whereas (even though noticing that the train would be more sustainable option) family D highlighted the price and convenience:

...when one begins to compare options that train is as expensive as plane well then the decision is very easy to make...when you think that the train will take about 12 hours and costs the same as 1,5 hour flight then it doesn't make any sense...

#### **5.4.2 Choices of destination**

Many Finnish families spend their holidays and days off in different kinds of theme parks, spas and ski centers (chapter 3.4). All the families interviewed had visited theme parks, families C and F were active visitors of different kinds of spas (also family A occasionally) and families B, D and F had visited different ski centers in Lapland.

When talking about ethical consideration around Finnish tourism destinations (chapter 3.5), most of them have to do with environmental matters. The main issues with spas and theme parks are the use of energy and hybrid consumption. One could also question how ethical some destinations and activities that e.g. use animals as their attraction are. When thinking of ski centers the environmental issues relate to community planning, land-use, waste management and the use of energy. Ski centers (especially in Lapland) have yet another dilemma with economic and socio-cultural aspects: the needs of local residents versus the expectations of tourists when in the end the local economy may be very dependent on tourism.

None of the families considered ethics as a big issue when choosing a destination in Finland. Families A, B, C, D and E still recognized some ethical questions around the places they visited or the activities they performed:

...are zoos ethical altogether...I'm not sure...would it be enough to see the animals from the books? ...but it is fun to see the animals and how they move, it is different to see some eagle owl in the flesh than in the picture of a book. (Family A)

...in Lintsi (amusement park) I always get the feeling that bloody hell this amount of junk...what people eat and consume lot of everything... Spas are borderline cases that I don't like but on the other hand they are nice for the kid... (Family E)

...when one thinks of winter holiday one could think that it is more ethical to go cross-country skiing to the hills than to choose the ski center (downhill skiing). (Family D)

Family B recognized that travelling to far away destinations and performing of some activities may be selfish but on the other hand they noted the importance of their activities to local people and economy:

...one could always ask that why are we spending two weeks in Ylläs and not let's say in Himos... The choices are run by one's own pleasure...But why one chooses destination in general, one doesn't think if it is ethical or not...when thinking in ethical way the bad thing about those is that they teach probably this kind of disposable culture and so on and then when thinking about the use of energy...not very sensible activities...but when thinking of let's say ski center they are essential for let's say to Kolari or

Muonio or Kittilä, there would be nothing without those. So in that sense it is supporting the area and the living environment of those people.

As discussed in chapter 2.2.2, it is difficult or even impossible to say which kind of tourism is the most ethical or responsible one when considering all aspects of sustainability. Is the “pure” nature tourist seeking new unknown destinations more ethical than the one that goes to destinations that are built for them? Families B and C concluded that when the destinations exist anyways why not to use them:

When one thinks of real responsible tourism one could question if it is right to go to spas at all... but it (ethics in tourism) is precisely that when one travels, one travels in destinations that already exist...that one doesn't always seek for new unknown places and camp in there...(Family C)

What matters then when the family is choosing the destination or activity? According to literature (chapter 3.2) number of psychological variables affect; e.g. perception, learning, beliefs, attitudes and motivation. For families the factors that “push” to travel can be i.e. well-being, lifestyle or simply having fun as a family. Factors that “pull” into a particular destination can be in addition to safety and security special family offers, children's entertainment and childcare facilities.

All the interviewed families thought that it is important that the place is suitable for families with children; one can do things together as a family:

...the spas are easy destinations while they are made for families with children and one rarely feels there that we are in wrong place and disturbing... That there is something for the kids and good food for me...(Family C)

...one thinks what one could do and how everyone would like it and is it good enough. Often when kids are enjoying themselves also adults enjoy. (Family A)

Also families C, D, E and F noted that it is important that children enjoy themselves which makes the holiday then more enjoyable for the entire family:

...I don't feel that kids rule our decisions but it comes naturally. Maybe one then knows that it is better not to choose something to be able to enjoy it in some

level anyways...It is so that at the moment one's own satisfaction is pretty much based on...that when my kids feel fine I feel fine. (Family C)

As mentioned in chapter 3.1 (when talking about family life cycle), families with small children may prefer “safe and easy” products and destinations. Also families A, B, C and E mentioned convenience as an important factor when choosing the destination or services:

Convenience matters the most...and that there is something for kids. It is not even the money, it can cost more if it is easy. (Family E)

...one does not want it to be too difficult... when one has to think when is someone's time for a nap or when to change the diaper... it is one's own comfort that counts...convenience and familiarity. (Family B)

...we travel mostly in relatively nearby areas to keep it convenient... so the travelling does not start to feel like work. (Family C)

As mentioned in chapter 3.3 not all Finns travel to paid destinations – many spend their holidays at summer cottages, visiting relatives or friends or at home. Families A and B mentioned that many times the primary reason for travelling somewhere in Finland is related to visiting friends or family, or to attend some happening – the possible family activities or places visited are then chosen from nearby areas:

It is the convenience and where it is situated. When we travel in Finland there is usually a reason...we go to certain place and stay at friends place...many time we combine something with that trip...(Family A)

...we wouldn't have visited Linnanmäki if we weren't in Helsinki for other reasons...those small destinations within the trip come in a way from that there has been a motive to go somewhere... like this time father in law's birthday party. (Family B)

When travelling the families usually want the escape from their everyday life and routines (chapter 3.2). Family F noted that once spending time at summer cottage is normal for them, when travelling to some paid destination they want it to be something different:



...rather something big (chains) than some little...farm tourism or stuff, we can experience that in the summer cottage but when going to a spa big is beautiful...as much different kinds of things there as possible...One wants to also invest for the quality of the accommodation...It has been more like how big apartment one can have for as cheap as possible (laughing)...Ethics hasn't been part in these games...

Family's hobbies (skiing for families B and D, swimming for family C) were also mentioned as reasons for choosing a particular destination:

...the choices come from one's interests and hobbies what one wants to do and were one wants to go. (Family B)

...it relates to swimming, it is our family's hobby... (Family C)

...active holiday, to do sports...to ski and get some fresh air... (Family D)

### 5.4.3 Services

Facilities and services offered at the destination can be pull factors for many families (chapter 3.2). Also families A, C, D, E and F mentioned the importance of those when choosing where to travel:

...the services offered counts...when talking about spa that there are a lot of...children's pools and stuff and water slides and that there are enough restaurants to enjoy oneself for few days... (Family F)

...when thinking about ski center...we choose the one that has ski school for children... and I wouldn't choose a destination where one is next to some night clubs and party places but rather further away... but then there has to be ski bus-service to get to the slopes. (Family D)

As mentioned in chapter 3.5, many tourism services are owned by big chains meaning that a big part of the income may flow away from the area. Families use the chains because it is easy for them and many times also the only option available.

Even though most interviewed families (A, C, D, E and F) admitted that they use the services of chains (especially restaurants) they still had some ethical considerations

concerning the matter. Families B and F mentioned that they try to prefer the local products and services. However, family F admitted that due to convenience that doesn't always happen:

...when we choose a restaurant...we try to avoid chains...we have sometimes been to place where one could get sautéed reindeer and salmon soup and the kids were complaining all the time that "where are the sausages?"... We would like to favor locals but often we end up at ABC to eat. It is just so much more convenient.

Also families A and C recognized that it would be probably more ethical to eat at local restaurants but usually end up using chains because it is an easy option with children:

...our problem in domestic tourism are the ABC's...once we made a decision that we won't go there anymore in that summer...we tried to go to those nice ones run by private entrepreneur... but when you go there with kids and they serve to tables, also when taking only a coffee... to go there with tired gang like ours to sit and wait that someone would bring something. Then the ABC at opposite side is quite attracting. When thinking of speed. (Family A)

...when we travel it is usually the S-group's places we go to eat or then the golden curves (McDonald's) and places like that, it could be more ethical to eat at the local restaurant...but with these kids it is a bit...or then we are too prejudiced when it comes to our own kids...they (restaurants) can be found really easily everywhere... (Family C)

Families D and E said that they would use e.g. restaurants that serve local food for a reasonable price if those would exist:

...there are not many choices in ski centers...if there would be more supply and there would be a restaurant with reasonable prices and kind homely food, pure and possibly organic then of course one could choose that option rather than some burger place. (Family D)

...if there would be Hesburger and some organic restaurant with reasonably priced lunch next to each other then one would probably choose the organic one, some local food but I think that those kind of services do not exist that one could go and eat with a kid for reasonable price... (Family D)

Table 5. Results for travelling with family – the role of ethics

Travelling with family – the role of ethics	A	B	C	D	E	F
■ Ethics doesn't play active role when travelling with family in Finland	■	■	■	■	■	■
<b>Transportation</b>						
□ Car as main transportation method due to its convenience, price, etc. (yet recognizing the ethical issues related to it)	□	□	□	□	□	□
● Age of the children affects the choice of transportation method	●	●		●	●	●
<b>Choice of destination</b>						
○ Family has visited theme parks	○	○	○	○	○	○
▲ Family has visited spas	▲		▲			▲
▼ Family has visited ski centers		▼		▼		▼
◇ Ethics is not a big issue when choosing a destination in Finland	◇	◇	◇	◇	◇	◇
■ Recognizes some ethical questions around the destinations and activities	■	■	■	■	■	
■ When the destinations already exist why not to use them		■	■			
□ Suitability for families with children	□	□	□	□	□	□
● Children enjoy themselves	●		●	●	●	●
○ Convenience	○	○	○		○	
▲ Family's hobbies		▲		▲		▲
▼ Main reason for travelling is visiting friends/relatives, the destinations are chosen from nearby	▼	▼				
<b>Services</b>						
◇ Services and facilities of the destination are important	◇		◇	◇	◇	◇
■ Uses services of chains (restaurants) because e.g. convenience and price but has some ethical considerations related to subject	■		■	■	■	■

## 5.5 Travelling with children

As noted in chapter 3.2, children's influence on family's tourism decisions is very important yet usually indirect (especially when the children are small): their needs as well as the benefits they gain from travel experiences are taken into account in the process.

When the children are small, the families usually travel in their home country or close by areas both because it is cheaper and also because it is many times more convenient for them.

Families A, B and E said that they travel less now when they have children than they did before:

It has reduced our trips a lot. Both international and domestic. A lot from our trips have been unnecessary and we have eliminated those...that just go somewhere with a plane... it is of course much more expensive as well but the actual reason for that is that one thinks if it make sense? It does not refresh in same way anymore. It is not rest in same way...it is the same no matter what the place is. (Family A)

...travelling has been reduced. Without children we would have probably travelled a lot more during last six years. So if someone claims that having kids isn't environmentally friendly, well in that sense it is. (Family B)

Family D (with one child) said that having a child hasn't reduced their travelling but has had affect on the choice of destination and services:

...it hasn't anyways reduced it...at least once a year we have been abroad. But we have tried to choose the destinations in the way that when the child was still in push-chair we thought it is good to visit cities...but the cities were selected anyhow so that there is always a zoo or something, fairground or something...we thought that going around the city is that way going well with a child...And we pay more attention to the quality of the hotel...to sleep our nights well.

Also other families thought that the presence of small children influences their choice of destination or services:

One has started to choose destinations from close by area. It is much nicer when one finds out that there are all kinds of nice things available also near here. (Family E)

Of course it affects the places we visit. If there are just the two of us travelling the destinations would be different... we would hardly visit spas...(Family C)

Family B highlighted that at the moment when the children are still small travelling to far away destinations (e.g. skiing in Alps) just does not make sense for them:

...maybe now when the children have been small one has realized that if one travels there (Alps) one can't enjoy it in same way...it wouldn't bring any added value to go somewhere else...but then little by little when they are bigger and skiing is the hobby of entire family then it will be nice to ski abroad as well.

Families B, C, D and E mentioned the importance of anticipation when travelling with small children to make it more convenient for everybody:

Maybe one needs to think more carefully where the food is available next time...and where the child can sleep. In that sense the kids create different rhythm for the day.  
(Family C)

One plans things more carefully; there are not much ex-tempore trips. (Family E)

As discussed in chapter 3.2, when travelling with children parents are in big role with their attitudes and behavior towards other people and things in general. Children can sense the actions, expressions and gestures of their parents and probably adapt the same habits so in that sense there is always an educational aspect in the trip. When asked how the presence of children affects their travel habits in ethical sense families B and C thought that it does not have much influence because they try to act in ethical way anyways:

...one tries to act in a right way anyways, even without kids...one doesn't act in different way in front of them showing how things should be done but one acts that way anyways. (Family B)

Family A noted that they probably think of ethical questions in general more now with children and think more carefully e.g. which kinds of places are suitable for children to visit:

Well one probably anyways thinks of questions related to ethics more now with kids. But maybe the travelling has been reduced for other reasons. I at least think of the safety and suitability of the destination more now. Before one would go almost anywhere...

Families E and F thought that without children they would probably make more responsible choices but now it is the easiness that counts:

...one would choose rather the train, we wouldn't go by car anywhere far if there wasn't the kid...one would also search more information about let's say if they think of environment and which options they have and where the money goes and who owns the hotel...Now we try to go what is the easiest. (Family E)

... maybe then (without kids) one could use some local services more and choose the destination so that it wouldn't be a chain where Onni the squirrel (S group's mascot for children) is running around...(Family F)

As discussed in chapter 3.2, when making travel decisions creating positive family memories, strengthening the family unit, escape from daily routines and educating the children are important motivators for parents. There might be conflicting interests within the family when choosing where to go and what to do. Parents may think that it is something special the child needs in order to have a "good" holiday but for the children the main thing might be only spending time with their parents. This was also noted by families C, E and F; the destinations and services do not have to be anything "extra ordinary" for the children to enjoy:

For the kids it is a value on its own that we are now with the family...destinations don't have to be anything extra-ordinary, it can be a playground in some strange town that can be the highlight of the trip. (Family C)

It doesn't have to be anything extra special, just being...to eat candy in a cruise can be something they remember and talk about two years after. (Family F)

Families A and E were also questioning the motive behind some travel decisions; is the goal really the well-being of entire family or is it only the needs of the parents that matter?

...how much do the children really gain from being dragged into places... this week we thought we travel somewhere but then we started to think if the kids would rather stay at home in peace with mom and at the summer cottage rather than dad and mom want to see now some metropolis. (Family A)

It is a good question that why in general parents take their kids to travel... and stress about it...necessarily one doesn't get anything from these trips and it might be stressful for the kid...parent's getaway, dreams... (Family E)

When asking the families what they want their children to gain from travelling, all of them replied that being together and having nice experiences as a family is important:

...experiences and being together...to have fun, to share experiences. (Family E)

...different experiences and stimulation for the brains... it can be also in close by environment these experiences, one just needs to be active...(Family A)

...experiences...fun and spending time with the family...then the mother and father are 100% there without the home's routines...(Family F)

Also families B, C and D highlighted the getaway from everyday routines and giving children their full attention when on holiday:

...one can spend more time together...lately we haven't spent much time together as a family (as we are building a house) so it has become even more important that when we leave from here we can just be together...(Family C)

Families A, B, E and F mentioned the educational aspect of getting away from everyday routines:

It is important that children go to places where you have to behave in different way, where different things are demanded. (Family A)

...one learns to get away from routines...to tolerate inconvenience... adjust to different places and learn how to meet people and organize things... (Family B)

...one tries to teach the children...flexibility and courage to travel...tolerance for changing circumstances...(Family F)

...to learn how to come along with people. (Family E)

Most families (A, B, D, E and F) thought that it is important that their children see different things to broaden their picture of the world:

One doesn't want to keep the kids in a bottle. That they know what happens in the world...to appropriate extent not to get them too confused. It is good to see different places in Finland and abroad...then one notices one's own living environment differently as well. (Family A)

...to see the world and Finland...to learn that there are more in the world than us and Tampere. (Family B)

...it gives general education... (Family D)

Families A, B and F mentioned creating memories for the children as one reason for travelling:

...I have traditions from my own childhood when we visited amusement parks once in a summer...it has been nice and one was allowed to do things and eat sweets...it is the good feeling that you want to pass on to your kids... (Family B)

Nice memories from family vacations. (Family F)

Table 6. Results for travelling with children

Travelling with children	A	B	C	D	E	F
■ Travelling has been reduced	■	■			■	
□ Presence of small children affects choice of destination and services	□	□	□	□	□	□
● Anticipation important when travelling with children		●	●	●	●	
○ Presence of children has no effect on travel habits in ethical sense		○	○			
▲ Without children one would make more responsible travel decisions					▲	▲
▼ Children do not need any special attractions to enjoy themselves			▼		▼	▼



◇ Questioning the motive behind some travel decisions (needs of children vs. needs of parents)	◇				◇	
■ Being together as family and having nice experiences	■	■	■	■	■	■
■ Getaway from routines and giving children full attention		■	■	■		■
□ Educational aspect in getting away from everyday routines	□	□			□	□
● Broadening up children's picture of the world	●	●		●	●	●
○ Creating memories	○	○				○

## 5.6 Promoting ethical tourism

According to existing knowledge (2.2.2), despite of declared positive attitudes of tourists towards ethical tourism only few act accordingly. Reasons for that can be habits, the lack of ability to understand the consequences of one's actions or the lack of financial resources. Only two of the families (A and E) had tried to look for information about ethical issues related to travelling but only when travelling abroad. When asked what would make families choose more ethical ways to travel, families B, D, E and F answered that it is the price that matters:

...money, pricing. It certainly affects. When someone would sell something that is somehow more appealing in ethical way and much cheaper then of course that...it is a bit the same with organic food that why not to buy it? Because it is two times as expensive as the ordinary one. (Family B)

...probably it is the price that affects, if they would have the same price these ethical destinations...(Family F)

Besides the price, family D also highlighted the suitability for families with children:

...if it wasn't so expensive then one would go more easily and then maybe some campaign that it is ok to travel with a child...there would be (in a train) a car with only families with children. Last time when we went some businessman sat next to us and was all fed up....They should take better notice of families with children then it would be easier to choose...

Families A, C, E and F appreciated easiness and tailor-made trips which were marketed directly to them so they did not have to look for any information. For these families the choice of destination and services was many times coincidental depending on which offers they happened to run off. Families A, C and E thought that they would possibly choose more ethical options if those were easily available (with family C being even ready to pay some extra for “ethics”):

...if someone would have thought it thru and marketed that in that spirit then we wouldn't in any case have to be opposed because someone has thought about these things more...If there would be the same package next to that and they would say that this is more justifiable in ethical way and everything but it costs fifty euros more I think we would choose that anyways when someone would have made the comparison ready for us...

If they would be better marketed. When one would get information about those more easily. (Family E)

Ethics would affect if there were many options to choose from...That one doesn't have to do a lot of investigation, then one starts to have doubts about the quality of the information...There are different kinds of tourism certifications but the question is which are reliable and which not. (Family A)

Also family B had some thoughts about the reliability of claims used in tourism marketing (but still didn't consider e.g. using of Swan label as a negative thing). They also brought out the availability of “ethical” options:

Availability is one thing. Marketing doesn't affect so much, I don't see it influences a lot even if they have some flags on them...The criteria comes from somewhere else. I don't believe when someone says “we are environmentally friendly”...just the opposite, one comes more critical that what are they trying to hide...It is the little things that one observes on the site, not advertising...Many hotel chains have started to use this Nordic environmental- or similar labels and I don't know if they are the main things... maybe it is a positive plus if so...

Also families E and F thought that it is then a positive extra if things are done in ethical way. For family E ethics could also be the crucial thing when choosing between two otherwise similar options:

...it is a plus when in their web-pages can be read that they recycle and treat their employees well...it can be crucial thing that now I take this...

Promoters of ethical or responsible tourism argue that tourism can be responsible in many levels and also the concrete actions of an individual traveler matter (chapter 1.3). Family C was questioning this but was still ready to act in “responsible way” if the facilities for that existed:

...in a hotel with the towels...does it matter if we are not using one towel, are they changing them anyways? Does it really matter? In that volume what are the affects? Of course if there is a possibility to do things (recycle) we act accordingly....But on holiday we don't necessarily go and seek for a place where one can recycle the cardboard if there is no place for them there.

Table 7. Results for promoting ethical tourism

Promoting ethical tourism	A	B	C	D	E	F
<ul style="list-style-type: none"> <li>■ One could choose more ethical tourism products if they were not more expensive than "the normal" ones</li> <li>□ Easy availability – tailor-made trips marketed directly to families</li> <li>● Reliability of information (e.g. ethical claims)</li> <li>○ Ethics is a positive plus (but doesn't much affect the decision-making)</li> </ul>	<div>□</div> <div>●</div>	<div>■</div> <div>●</div> <div>○</div>	<div>□</div>	<div>■</div>	<div>■</div> <div>□</div> <div>○</div>	<div>■</div> <div>□</div> <div>○</div>

## 6 Conclusions

Ethics is somehow present in each person's life. Many times one does not think about it but it comes naturally; one tries to act in a way that he/she can live with the decisions that he/she makes. Also the interviewed families thought ethics is about doing what one thinks is the "right thing" to do. When talking about ethics in everyday life, the ethical decisions of the families had to do with e.g. how to treat other people or environment and educating the children of the family. All interviewed families knew pretty much what ethical tourism means which is probably partly due to prior questions and considerations about ethics in general and due to fact that they knew the subject of the thesis beforehand.

According to existing studies people are in principle interested in ethical or responsible tourism but it doesn't affect their travel behavior. Based on the interviews of the families' one could come into same conclusion – they have knowledge about the subject but don't see ethics playing any role when making travel decisions, especially when travelling in Finland. Why is this? Why are these families making ethical decisions in their everyday life but not when travelling?

When talking about ethical or responsible tourism one doesn't necessarily first think of tourism in Finland. None of the families had tried to look for information about these matters related to domestic tourism (and only two related to trips abroad). Even though the families questioned the ethics of some of their actions (e.g. using car as main transportation method and using the services of chains) it was still other things that mattered more when making travel decisions.

Price was one thing (especially when talking about transportation methods) but the most important one was convenience. Life and travelling with children has its own demands, especially when the children are small. While on holiday one tries to keep the children happy so it would be possible for the entire family to enjoy themselves and that is why the families with small children may favor "safe and easy" options. When the children get older also the destinations and ways to travel change, parents can e.g. introduce their own interests and hobbies (such as hiking) to their children. Some fami-

lies thought that they would use more public transportation when it gets easier with the children. Here comes the price then – if e.g. train remains to be as expensive as it is now compared to using private car families will most probably continue choosing the car, at least when the entire family is travelling. One family mentioned that they would probably use “more ethical” services without small children; services of small, local companies. Another thing is would those choices be done purely for ethical reasons or simply because they interest more and are perhaps trendy at the moment?

When choosing a destination or services ethics has not much effect, at least consciously. It could be that when talking about circumstances in Finland, one expects that everything is in order in tourism companies and everyone acts more or less in ethical way anyways. Another thing can be that when going for a holiday one doesn't want it to be too difficult – it is easiest not to consider every possible aspect and feel guilty about things when the main thing is to get away from everyday life and have fun as a family.

Families choose destinations that are suitable for families - where one can do nice things together as a family. Spas, theme parks and ski centers are usually places that are designed for families; small children are welcome and their needs have been taken into consideration. Same applies to services of chains such as S-groups restaurants and ABC service stations that were mentioned by several families; they offer standardized products designed for families with children. The families were questioning the ethics in using these services but again it was the convenience that mattered. Families choose the chains because they feel that their children are welcome there which isn't always the case in many other places.

Are these chains then necessarily always bad and the small private entrepreneurs automatically more ethical? Could the small businesses maybe learn something from the bigger ones about standardizing products and services that are designed especially for children and families but leaving “the personal touch”? These days it is easy and cheap (even free of charge) to create different kinds of groups and applications e.g. on Facebook. At the moment there is e.g. one group called “Alternative for ABC” which is aimed to promote the services of smaller businesses around the country if one wants to avoid using the big chains. If these companies want to attract also family travelers

maybe they could set up a group that welcomes children (“Children are welcome here!” or similar).

When travelling the parents want to get away from routines and give their children their full attention; create nice experiences and memories of family vacations. Parents also want to broaden the children’s picture of the world and teach them how to act in different situations and environments. When thinking of this educational aspect one could say that ethics is very much present when travelling; the children are learning from their parents e.g. how to treat other people and environment. Families are probably acting in “overall ethical way” but there is no energy or interest to go deeper into subject and consider all dimensions (environmental, economical and socio-cultural sustainability) of each tourism product that they use. In the end it is the child that matters; parents might have some speculations e.g. about how ethical some destination is but if they think the child would enjoy it, it is “sorry world” as one family put it aptly.

Obviously something being “ethical” in tourism is not enough to attract families. The ethical tourism product needs to be attractive also in other ways (price, quality, etc.) to be able to compete with the “ordinary” ones. When the children are small families may not have the time or energy to look for information of different tourism options; easiness and tailor-made products are well appreciated. Often families are open for suggestions and may visit e.g. spas and theme parks based on special family offers that are sent directly to them so they don’t have to make much effort. If one wants to promote ethical tourism for families, it would need to be better productized and marketed directly to the target group.

One problem with ethical tourism is that it is difficult to find information and evaluate the reliability of the existing information. What is ethical in tourism and which kind of tourism companies are “ethical” (a.k.a. taking all aspects of sustainable development into consideration)? It is very difficult for an individual traveler to know which then leaves the main responsibility to the industry. Unfortunately it seems that if things are done in voluntary bases when talking about e.g. environmental protection it just isn’t enough. Many tourism companies may not have the knowledge, resources or simply interest to act according to all principles of sustainable development. Also as the cus-

tomers are not demanding it, there might be no need to change things. Only few Finnish tourism companies have their own Corporate Social Responsibility programs; if one wants to promote ethical or responsible tourism, could some type of CSR program be obligatory for the companies? Government could guide the industry in the form of rules and regulations about the subject but also e.g. by giving economic incentives for those who act in responsible way.

It has been said that also the actions of an individual traveler matter. When thinking e.g. destinations, acting in responsible way has to be made easy for families; when taking care of the children sets its own challenges anyways one doesn't necessarily make an effort of looking for right bins for diapers or searching for a restaurant that serves local food but would possibly use these facilities or services if it was made easy enough for them.

Half of the interviewed families brought up that the children don't need any special attractions to enjoy themselves – the highlight of the holiday can be some ordinary playground in a foreign town. Many families would probably appreciate if information of these playgrounds and other places of interest for families (e.g. nature paths with fireplaces) could be easily found. When thinking of the environmental aspects of ethical tourism these kinds of activities are more responsible than visiting some theme park that consumes a lot of energy and represents hybrid consumption. On the other hand when one thinks of economic aspects (e.g. employment) these “free attractions” don't necessarily directly contribute to area's economy. This brings us back to the basic dilemma around ethical or responsible tourism; how to compare different fields of sustainability?

There are a lot of questions remaining: first of all - when talking about tourism in Finland - how big an issue this actually is? How “ethical” or “unethical” Finnish tourism companies are and is it altogether possible to measure it somehow? When comparing the unfavorable effects of tourism with the ones of other fields of industry what is tourism's share? If a family is acting in responsible way in their everyday life does it really matter if they don't while on holiday? Can individual traveler really make the difference? These questions could be interesting themes for further studies.

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## Appendix 1

<b>INSTRUCTIONS FOR RESPONSIBLE TRAVELLER</b> <b>(Reilun matkailun yhdistys 2012)</b>	<b>1. Find information about the destination:</b> Internet (blogs, forums), local newspapers, guide books, travel agencies, etc.
<b>2. Travel off-season:</b> Less damaging for environment. Benefits the locals – the income are divided more evenly. Cheaper prices, less congestion and queuing, often also better service.	<b>3. Choose responsible tour operator:</b> Choose an operator that can prove that its actions benefit also the locals and cause minimum amount of environmental and social harms.
<b>4. Buy local services and products:</b> When possible, use local transportation, restaurants, accommodation, guide-services, shops, etc. to support local economy instead of supporting the multi-national companies.	<b>5. Save energy and water:</b> Choose energy efficient way to travel (train is the best in that sense). If you must fly, make rather one long trip than many short ones and favor direct flights. Pack less. Choose a hotel that has environmental program. While on destination don't waste water or electricity. Remember hiking and cycling! Avoid program services that use motor vehicles. Choose a golf course that doesn't use drinking water for watering
<b>6. Produce as little waste as possible:</b> Before trip find out about the waste disposal in the destination. Think what you pack – leave the extra packages and problem waste at home. At the destination avoid unnecessary plastic bags and disposable products. When possible drink tap water, recycle the waste, etc.	<b>7. Respect local culture:</b> It is important to know the basic things of the culture and habits of the destination to be able to avoid problems and defending the local people. Act as you would like others to act at your home but also taking the special features of the culture into consideration.
<b>8. Protect people, animals and nature:</b> Find out if the destination has endangered animals or nature and avoid travelling to highly endangered ones. Don't use services of companies that use child labor, avoid taking part of political conflicts and respect human rights – don't support prostitution. Respect nature and follow the rules and instructions. Don't pick up anything from the nature and don't buy products made of endangered animals or plants.	<b>9. Share your experiences:</b> It is important to give feedback to tourism service providers – both negative and positive. Tell other people what you have seen and experienced to promote fair and responsible ways to travel.

## Appendix 2

### Questions for the interview

How many members in the family:

Age and gender:

Place of residence:

#### Ethics

1. Describe what ethics means for you
2. Tell me what role do ethics play in your everyday life?
3. Describe what ethical/responsible tourism means for you
4. Tell me how ethics can be seen when you are travelling with your family in Finland

#### Motivation

5. Tell me about how you are travelling as a family (e.g. reasons to visit family attractions such as spas/theme parks/ski centers)
6. Do ethics affect your choice of destinations, services and transportation method when travelling in Finland? (When yes, how? When no, why not and what matters then?)
7. Tell me what would make you to choose more responsible/ethical ways to travel (destinations, services and transportation methods) when travelling with your family in Finland
8. Have you tried to look for information about ethical/responsible family tourism products and services? (When yes, was it easy to find?)

#### Travelling with children

9. Tell me how the presence of small children affects your travel habits when travelling in Finland? (What about from ethical point of view?)
10. Describe what you would like your children to gain from the visits/trips to Finnish family destinations

### Appendix 3.

#### Questions for the interview in Finnish

##### Etiikka

1. Kuvaile mitä ymmärrätte sanalla etiikka
2. Miten etiikka näkyy jokapäiväisessä elämässänne?
3. Kertokaa mitä eettinen matkailu tarkoittaa
4. Kuvaile kuinka etiikka vaikuttaa matkailuunne perheen kanssa Suomessa

##### Motivaatio

5. Kertokaa yleisesti miten matkustatte perheenne kanssa (esim. miksi valitsette kohteeksi kylpylän/teemapuiston/hiihtokeskuksen)
6. Vaikuttaako etiikka/eettisyys kohteen ja käytettyjen palveluiden valintaan sekä matkustustapaan kun matkustatte kotimaassa? (Jos kyllä, miten? Jos ei, mikä sitten vaikuttaa?)
7. Mikä saisi teidät valitsemaan vastuullisempia/eettisempiä tapoja matkustaa (kohteet, palvelut, matkustustavat)?
8. Oletteko yrittäneet etsiä tietoa eettisistä/vastuullisista perhematkakohteista ja –palveluista? (Jos kyllä, oliko tietoa helppo löytää?)

##### Lasten kanssa matkustaminen

9. Kertokaa kuinka pienten lasten mukana olo vaikuttaa matkustuskäyttäytymiseen (entä eettisestä näkökulmasta?)
10. Kuvaile mitä haluatte että lapsenne saa matkailusta/vierailusta suomalaisiin perhematkakohteisiin

Appendix 4. Table of interview results

Emerging themes (mentioned at least by two families)	Family A	Family B	Family C	Family D	Family E	Family F
<b>5.1 Defining ethics</b>  ■ ”Doing the right thing” □ Commonly accepted things ● Relates to morals ○ Relates to justice	■  ●	■ □  ○	■ □ ●	■	■  ●	■ □  ○
<b>5.2 Ethics in everyday life</b>  ■ Decisions related to how to treat other people or environment □ Recycling ● Educating the children ○ Often subconscious	■  □	■  □ ● ○	  □ ● ○	■  ●	■  □ ● ○	■  □
<b>5.3 Ethical tourism definitions</b>  ■ Benefits local people □ Relates to trips abroad ● Difficult to know what is truly ethical in tourism ○ Respect towards locals ▲ Human rights ▼ Choice of transportation method ◇ Responsibility of the tourism industry	  □ ●  ▲  ◇	    ▼	■ ●  ○  ◇	■ □  ▲	■ □ ●  ▼  ◇	■    ○
<b>5.4 Travelling with family – the role of ethics</b>  ■ Ethics doesn’t play active role when travelling with family in Finland  <b>5.4.1 Transportation</b>  □ Car as main transportation method due to its convenience , price, etc.(yet recognizing the ethical issues related to it) ● Age of the children affects the choice of transportation method  <b>5.4.2 Choice of destination</b>  ○Family has visited theme parks ▲Family has visited spas ▼Family has visited ski centers ◇ Ethics is not a big issue when choosing a destination in Finland	■    □ ●   ○ ▲  ◇	■    □ ●   ○ ▼  ◇	■    □   ○ ▲  ◇	■    □ ●   ○ ▼  ◇	■    □ ●   ○ ▲ ▼ ◇	



<p><b>5.6 Promoting ethical tourism</b></p> <ul style="list-style-type: none"> <li>■ One could choose more ethical tourism products if they were not more expensive than "the normal" ones</li> <li>□ Easy availability – tailor-made trips marketed directly to families</li> <li>● Reliability of information (e.g. ethical claims)</li> <li>○ Ethics is a positive plus (but doesn't much affect the decision-making)</li> </ul>		<p>■</p> <p>●</p> <p>○</p>	<p>□</p>	<p>■</p>	<p>■</p> <p>□</p> <p>○</p>	<p>■</p> <p>□</p> <p>○</p>
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